

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City



VOL. XCVII

NEW YORK, DECEMBER 14, 1916

No. 11

Putting Printers' Ink in Water Bottles

A TYPICAL demonstration of Ayer Service is presented in the successful advertising of the Whitall Tatum Water Bottle.

The fine old house of Whitall Tatum manufactures druggists' sundries, glassware and rubber ware. It has the highest standing with the drug trade. We selected from its big line the W. T. "Special" Bottle as the one article most susceptible to universal appreciation.

Resultful trade work and magazine publicity have been effected with a modest appropriation. The second year of Whitall Tatum advertising, just beginning—like that of the past year—is distinguished by vivid copy presentation—an Ayer habit. A man may be able to stand on other water bottles—we don't know. But we do know that the accompanying illustrative conception has proved the most graphic visualization of the strength of a water bottle that we have yet seen.

We are always ready to apply the new and the different to merchandising of any kind.



N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

The Best Third

Every class of men divides into three parts—those who are shiftless and lazy; those who are willing to work their hands but not their head; and the ambitious men who work and study.

Farmers are not different from other men; you find this same three classes of farmers.

Of course it's the ambitious farmers who read the Standard Farm Papers.

For these papers deal only with matters of practical farming.

So through Standard Farm Papers you reach the best class of farmers.

* * *

But there is another side to be considered.

The Standard Farm Papers are subscribed for by an average of one out of every two or three possible readers.

Moreover, that proportion has been maintained over a period of years.

That, of course, means a very high percentage of renewals.

And a high percentage of renewals means editorial strength and—advertising power.



THE STANDARD FARM PAPERS ARE

- Pennsylvania Farmer**
Established 1880
- The Breeder's Gazette**
Established 1881
- Hoard's Dairyman**
Established 1870
- Wallaces' Farmer**
Established 1895
- Progressive Farmer**
Established 1886
- Birmingham, Raleigh
Memphis, Dallas**
- The Wisconsin Agriculturist**
Established 1877
- The Indiana Farmer**
Established 1845
- Pacific Rural Press**
Established 1870
- The Farmer, St. Paul**
Established 1882
- The Ohio Farmer**
Established 1848
- The Michigan Farmer**
Established 1843
- Prairie Farmer, Chicago**
Established 1841

WALLACE C. RICHARDSON, Inc.
Eastern Representatives
381 Fourth Ave., New York City
GEORGE W. HERBERT, Inc.
Western Representatives
Conway Building
Chicago

All Standard Farm Papers are members of A. B. C.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. XCVII

NEW YORK, DECEMBER 14, 1916

No. 11

United Cigar National Advertising Doubles Ricoro Sales

Less Than Four Months Lifted Demand From 52,000,000 a Year to 500,000 a Day—New Customers Won From Other Stores

By Charles W. Hurd

THE results of the first four months of the United Cigar Stores' \$250,000 national advertising campaign appear to justify the trade's opinion that the company has placed to its credit another of the accomplishments which have made it justly famous and put it in the van of the retail tobacco business. In less than that time, actually, the demand for the exploited Ricoro cigar has been doubled and with it every other brand in the Stores lifted.

There were 52,000,000 Ricoros of all shapes and prices sold last year. They are selling now at the rate of 500,000 every twenty-four-hour day—350 a minute—and if they keep that rate up through this first year they will find themselves among the first two or three cigars in the market, with the best chance in the world of overtaking ultimately the present five-cent leader.

This is a remarkable record. It becomes even more so when you begin to figure. Allowing to the brand only the ordinary retailer's profit (and the United company possibly trebles that on this controlled brand of its own), it is evident that Ricoro has already, since July 1st, earned the whole amount of its advertising appropriation, paid its share of the cost of doing business and yielded a splendid net profit beside. That is "turning the corner" with a vengeance.

As a matter of fact, the record would have been even better still

if the company had not for once been caught napping by the unprecedented demand and hand-capped besides by strikes in the Porto Rican cigar factories.

To manufacturers in general the striking thing about the campaign is that it produces another confirmed national advertiser among the chains, Woolworth's, with its Woolco crocheting thread, being another conspicuous example. Prior to that, great interest in the matter had been aroused by the ambitious campaigns started by the United Drug Company and the American Druggist Syndicate, but the interest flagged when the campaigns stopped.

HOW WILL INDEPENDENTS BE AFFECTED?

The United Cigar Stores' success has now revived speculation on the subject and freshened the old questions. Manufacturers will begin again to ask if it is the natural, logical, inevitable evolution of the chains to become competitors of their supply houses and perhaps seek final control over all sources of production. They will wonder if the chains' advertising will give them a formidable advantage over other advertisers by exploiting both their chain product and their points of distribution. Will it strike the independent advertisers another blow by undermining the independent dealers? Even if the independent advertisers can meet the chains' advertising, dollar for

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dollar, and idea for idea, can they stand the discrimination their product is sure to meet in the chain-stores?

Every time a chain becomes a national advertiser these questions must surely come up in the minds of manufacturers.

But neither, on the other hand, have the chains had it all their own way. There have been a few thorns among the United roses. There was a big problem before

was expected to sweep over the country and carry everything before it. The trade was thoroughly frightened.

The Corporation of United Cigar Stores, the predecessor of the present holding company, was then owned by the American Tobacco Company. The trust's dissolution eventually left the United company in control of its own fortunes. But in the meantime, awaiting the outcome of the Supreme Court's deliberations, it had slowed up on expansion.

The delay gave the independents the opportunity they needed to recover courage. They studied the chain's methods and borrowed what they could. The United, in fact, educated them.

It continued, however, to do a big and increasing business. After the period of enforced delay, expansion began again. But the problem now was changed. Competition had not become at all serious, but there was no question now that in time it would be. The company must be looking about for new advantages.

The situation in the retail field was pointed out in PRINTERS' INK two years ago. It was suggested then that if the chains expected to keep their growth they would have to devise those new advantages to take the place of the old ones they were losing. And the big possible advantage obviously before them was advertising. For a number of the chains it would be only a matter of spreading a little more and then picking out a good brand or two to advertise. Aggressive national advertising would then put them so far ahead of their competitors that it would



INVINCIBLE SIZE—50 each. Box of 50, \$2.00

PANETELA SIZE—50 each. Box of 50, \$2.00

Merit will win

Merit alone is responsible for the success of RICORO—properly called the "self-made cigar." There's no magic about it—no sleight-of-hand. RICORO's story is one of hard, cold facts—plain truths that convince.

To UNITED CIGAR STORES belongs the discovery that cigars manufactured of Porto Rican tobacco, by Porto Ricans, in Porto Rico, when imported from Porto Rico free of duty could not be matched elsewhere at the price.

That was fortunate—not magic.

We knew and knew that taking the duty off or leaving the duty on a fine cigar did not change the cigar—it only changed the price. We acted on that knowledge.

How the Smoker Benefits

This is why a RICORO which now costs you six or seven cents would cost you fifteen cents if it paid duty.

United Cigar Stores Company

1000 CIGARS OPERATED IN 2000 CITIES—EXECUTIVE OFFICES NEW YORK

UNITED AGENCIES have been established in a large number of cities where they can give you the best service. They are the only ones who can give you the best service. They are the only ones who can give you the best service. They are the only ones who can give you the best service.

MAIL ORDERS We make them possible for you. We make them possible for you. We make them possible for you. We make them possible for you. We make them possible for you. We make them possible for you. We make them possible for you. We make them possible for you.

ONE OF THE ADVERTISEMENTS THAT HAVE HELPED BUILD UP SALES

the house executives and it started some little time ago.

Here was a big corporation doing a huge volume of business to earn its dividends on a huge volume of securities. It had made a spurt in the beginning. The remarkable ability of its founder, who had been one of the first of this generation of retailers to put sure knowledge above guesswork, gave it an extraordinary advantage over all other competitors in its line. It moved rapidly on to 200, 300, 500 and more stores. It

ago. It was suggested then that if the chains expected to keep their growth they would have to devise those new advantages to take the place of the old ones they were losing. And the big possible advantage obviously before them was advertising. For a number of the chains it would be only a matter of spreading a little more and then picking out a good brand or two to advertise. Aggressive national advertising would then put them so far ahead of their competitors that it would

A Pointer From An Editor To An Advertising Manager

"In sending Maynard Owen Williams to the Orient, we have opened up many doors of first-hand valuable information. Williams is a young man of immense enthusiasm, and has a very well trained, journalistic mind, and with about as sane and optimistic an outlook on life as it is possible to have. His humor is fine. He was a missionary teacher in Beirut for three years and traveled considerably in the Orient then, so that he knows the land. He went over with well-defined plans as to what he would try to get. He has already received a splendid welcome and is accorded lengthy interviews by leading statesmen of Japan. He seems to be making a real impression upon those he meets, and the paper is undoubtedly in line for some very unusual material from both Japan and China. Williams stays right there until he is through. He has been well equipped to get pictures and to prepare and transmit his articles. His stuff will increasingly attract attention as it becomes noticed by the press at large, and this very timely trip is making a great many friends for us. Mr. Williams has many friends of influence in this country and abroad, and is by no means an unknown person. *I don't know any one feature in any other magazine of more importance today.*"

The above pointer was sent in to our Advertising Manager from our Editorial Department. We give it currency here for those who have eyes to see.

THE CHRISTIAN HERALD

Member Audit Bureau of Circulations

BIBLE HOUSE, NEW YORK

be a very hard matter ever to head them off.

After that there would be nothing to stand in the way of cashing in on the good will by adding successive brands. What prevents the Atlantic and Pacific Tea Company from making the start now? Perhaps the competition isn't keen enough as yet. Perhaps it will learn something from the United Cigar Stores campaign.

It was eight or ten years ago at least when the United company first put forward the Ricoro cigars and began to push them in its stores. There was no word as to national advertising.

It was not until much later, about two or three years ago, that the cigar company took a second significant step. It began to open agencies in new territory. Most of them were cigar stores, but a good proportion were cigar-stands in drug stores. There are 163 now, in addition to the company's 1,000 stores.

This was the company's second move in the solution of its problem of developing a new and speedy advantage to follow up the once exclusive advantages which George J. Whelan had gained with his scientific site-picking, his store-standardization, his accounting and inventorying, his humanization of service and coupon advertising.

Still there was no hint of the national advertising of its controlled brand. As recently as a year or two ago the company was experimenting with pages of prestige copy in the daily newspapers of Chicago. It was said at the time that this campaign would be carried into other territory, but it was not done.

ADVERTISING IN THIS BUSINESS CREATES DEMAND

Most advertising men would probably give the United Cigar Stores Company credit for coming as near as anybody can get to knowing what the public wants in cigar quality. But, according to C. R. Sherlock, advertising manager of the company and one of its directors, popularity in cigar flavors is as much due to ad-

vertising as it is to a conscious personal preference.

"Tastes change," says Mr. Sherlock. "The preference to-day is generally for mild cigars and mild cigarettes and mild smoking tobacco. I don't think that is mainly because cigar smokers have become wiser or more nervous. I think it is chiefly because the milder brands have been pushed and advertised."

A rather significant testimonial to advertising, when you come to think of it. If true, the United Cigar Stores with the more than 1,000 outlets they had at that time, could probably have picked almost any good type of cigar, made a national market for it, and given it a strong advantage over most other brands, by advertising.

But the company was looking, as ever, for some special, peculiar, exclusive advantage. The cigars of reputation are, of course, the Havana or imported cigars. Now it so happens that since the Spanish-American War a certain class of cigars have been coming in, duty free. These are the Porto Rican cigars. It is still permissible to speak of them as "imported."

The Porto Rican tobacco crops are controlled by a few large companies. It is not possible for many manufacturers to develop a demand for Porto Rican cigars and make sure of supplying it. It was feasible, however, for a company of the United company's importance to make an arrangement with one of these companies in Porto Rico, and this it did years ago with the Porto Rican American Tobacco Company.

The United company had the tobacco made up into three principal brands or qualities, Ricoro, La Tunita and La Restina, and in the usual different shapes. Ricoro is in its most popular shape, a six-cent, La Tunita a five-cent and La Restina a ten-cent cigar. Along with these advantages went one possible disadvantage. Porto Rican tobacco, good as it is, has not appealed to everybody. This is suggested by the fact that while the United

Consider the Matter of Parallel Thought in Your Advertising

YOUR advertising depends upon receptivity.

Without this—your appropriation is wasted.

NEEDLECRAFT is read in the quiet moments—when the mind is open to new ideas.

That's the chief function of NEEDLECRAFT.

It brings new things to the reader—every issue brims over with **NEW IDEAS** for the Home.

At this time sales stories are heeded—imbedded in the minds as no reading “on the fly” ever could develop.

It brings about a good time to submit your sales story.

NEEDLECRAFT PUB. CO.

WILL C. IZOR, Advertising Manager

1 MADISON AVENUE, NEW YORK CITY

ROBT. B. JOHNSTON, Western Mgr.
Peoples Gas Building
Chicago, Ill.

CHAS. DORR, New England Mgr.
6 Beacon Street
Boston, Mass.

company has been selling an increased number of Porto Rican cigars through its own stores, the importation by other manufacturers as a whole has shown a distinct falling off.

That may have been the reason why Porto Rican cigars have had such a long try-out in the United Stores. It was too good a chance to miss, if it could possibly be put over. Because, too, the cigar field is almost virgin territory when it comes to advertising and real competition. Profits have not been almost thrown away as they have in the cigarette field. There is still a good margin left, in spite of the recent big rise in costs. And, of course, the United, as already said, had a "very extra special inside" price on its own brands.

The campaign was laid out to start in two weekly magazines. A few newspapers may be added later. The early schedule called for inside covers and double spreads. Later, smaller space will be used. A well-known advertising writer prepared the copy.

Besides the bid for agents, the ads carry an offer to fill orders by mail when there is no way of reaching dealers. The company's profit-sharing coupons are not mentioned in the advertising.

The magazine copy is being supplemented by local window and outside poster link-ups. Store managers and agents were instructed to keep the advertised brands featured in the show cases. They also received special warning *not to force* the cigar on people as a *substitute* for something else.

An interesting fact in connection with the campaign is that every group of people in any way interested in the success of the United company has received a letter from an officer of the company. President Wise wrote to every district sales manager, every store sales manager, everyone in the organization and even every one of the 7,000 or so United stockholders.

We want you to be on the lookout for this advertising (he said to the stockholders), and in our *mutual interest*, to

put the force of your *personal support* behind it.

The story the advertising will tell is absorbingly interesting. It details a romance of business—*our business* which is also *your business*.

May we not ask you to join hands with us in this tremendous drive for bigger sales and bigger earnings?

These are the conditions and methods which have doubled the Ricoro sales to date, increased the United business in other brands—which means a new clientèle, because it is a truism in the tobacco business that you cannot increase individual demand—and produced thousands of applications for agencies.

HOW COMPETITORS REGARD IT

It is necessary to add that the prospect, immediate or distant, does not appear appalling to all of the United's competitors. A leading cigar manufacturer, who has been an advertiser, said that there is more than enough business for all for years to come.

"We do not believe the United Cigar Stores can do us any harm," he said. "They are buying our goods regularly and probably will always continue to do so, as long as the public demands them. Of course, they will display their own brands prominently in the showcase and the window and advertise them by poster, and they will put our goods out of sight under or behind the counter.

"But outside of the United Cigar Stores we shall have a free field. It must be remembered that these stores constitute only a small percentage of the cigar trade of the country. Why should we be frightened by the development of their agencies? Complete success in carrying out the plan would mean at most only one U. C. S. agency in a town—one as against half a dozen or a dozen others there. And you know how far a man will walk to get any one brand!

"Besides, you must not forget that the company has made its greatest gains through concentration in the big cities, especially New York. That is what makes it seem so powerful. They may set the pace there, but we shall



The Human Quality

WHETHER depicting dainty girl or rugged cow-puncher, Nichols-Finn illustrations are true to type. There's the same human quality in Nichols-Finn Copy. Every Merchandising Plan is of a character that appeals to real people.

*Write for Joseph H. Finn's book,
"Bigger, Better Business."*



NICHOLS - FINN
ADVERTISING COMPANY
222 SOUTH STATE STREET, CHICAGO

probably be able to lead them in Chicago and at other points.

"True, the company, after it has perfected its agency system may begin to change over the agencies into stores, which it can do by means of an equitable arrangement with the dealer-agent. But that possibility is too far ahead. We are satisfied with the way things are going now. It means more of a demand for cigars, and we sell cigars."

And that sums up the situation.

WHERE STORES AND AGENCIES ARE LOCATED

United Cigar Stores or United Agencies are located in cities of the various States as follows:

Alabama	3
California	9
Colorado	1
Connecticut	13
Delaware	1
District of Columbia	1
Florida	1
Georgia	4
Illinois	27
Indiana	14
Iowa	6
Kansas	1
Kentucky	1
Louisiana	2
Maine	1
Maryland	3
Massachusetts	32
Michigan	8
Minnesota	3
Mississippi	1
Missouri	5
Nebraska	2
New Hampshire	3
New Jersey	43
New York	101
North Carolina	3
Ohio	10
Oklahoma	1
Oregon	1
Pennsylvania	46
Rhode Island	5
South Carolina	2
Tennessee	4
Texas	4
Utah	2
Vermont	3
Virginia	3
Washington	3
West Virginia	1
Wisconsin	9

Lee Anderson Advanced

The Hupp Motor Car Corporation has appointed Lee Anderson vice-president of the commercial division. He will have charge of the commercial affairs of the company, including sales, advertising and service.

Mr. Anderson has been with the Hupp organization for two years, first as advertising manager, later in charge of sales and for the past year commercial manager.

Trade Publishers and Agencies Meet

"Publishing is a profession, not a refuge, and the same can be said of advertising agencies." So remarked A. A. Gray, of the *Electrical Review* and *Western Electrician*, at the December 4 meeting of the Chicago Trade Press Association. "We are both proud to look upon it that way now, though there was a time when the phrase could have been twisted around and not been far wrong in either case."

The occasion was that of a joint meeting between the Chicago association and the Western Association of Advertising Agencies. The speakers from the publishers were Mr. Gray, E. E. Hole, of the *American Lumberman*, and E. R. Shaw of the *Practical Engineer*. Addresses by agency representatives were by James O'Shaughnessy, of the O'Shaughnessy Advertising Co., C. F. W. Nichols, of the Johnson Advertising Corporation, and F. A. Slaten, of Benson, Campbell & Slaten.

In discussing agency relations, Mr. O'Shaughnessy said: "To put it in your electrical terms, when you try to make electricity pass from one conductor to another, and there is a poor contact, it affects your voltage and amperage. You lose something."

"When there is poor contact there is high resistance, that in turn means the generation of heat, which is waste."

"There have been plenty of poor contacts between agencies and publishers in the past—no little heat given off. And all this is wasted effort as far as the advertiser is concerned."

Harvey Conover Joins Mahin

Harvey Conover, for several years in charge of the promotion department of the Thos. Cusack Company, Chicago, has resigned and has joined the Mahin Advertising Company. He will have charge of the promotion and outdoor departments.

Samuel R. Hutton With D. & H.

Samuel R. Hutton, who has been with N. W. Ayer & Son, Philadelphia, for the past six years, is now with the Delaware & Hudson Railroad, as advertising agent. His headquarters are at Albany, N. Y.

Cusack Buys Outdoor Plants at Philadelphia

The Thos. Cusack Company has bought the S. H. Robison Company, of Philadelphia, and the Philadelphia Billposting Company.

Rubberset Company Appoints Sales Manager

William N. Neal has been appointed sales manager of the Rubberset Company, Newark, N. J.

The Standard Union publishes a large amount of Brooklyn advertising that appears only in the "Special Issues" of other papers.

These advertisers use our paper for results—we have no special issues.

What Has Come of Trying to Psychologize Advertising

Some Remarks Occasioned by Professor Adams's New Book, "Advertising and Its Mental Laws"

By Charles Austin Bates

IT is embarrassing to admit one's opaque ignorance on a subject of frequent conversation. So, recently, I have formed myself into "a little group of serious thinkers" and have tackled the "psychology of advertising."

The first round leaves me groggy, but I shall persist. Later I mean to take up futurist art and *vers libre*. I'm going to be cultured, by heck, if it lands me in Matteawan.

Professor Henry Foster Adams, of the University of Michigan, in his book, "Advertising and Its Mental Laws," says: "The advertising man should know the laws of the various sciences which are related to advertising and make the best combination of them possible." I am not sure that Professor Adams means what he says. If the advertising man must make possible the best combination, he has a bigger job than if he is only to make the best possible combination.

However, Professor Adams also says: "The wonder is that the advertiser who has not had a thorough scientific and mathematical training can know anything about his business. But in spite of all this certain general rules have been formulated. If it were possible to get accurate and trustworthy returns from each insertion of each advertisement that ever was run by a concern, it might be possible to work out laws."

TWISTING THE RETURNS AND THE RECORDS

Any concern that could "get accurate and trustworthy returns from each insertion of each advertisement" would shortly have so much money that it wouldn't give a hoot whether laws were worked out or not. But perhaps

the Professor means *records* of returns?

In advertising itself I am not a stickler for grammatical purity, or even for the strictest accuracy of expression, but in a "work" purporting to be scientific, such lapses cause me poignant grief and arouse serious skepticism as to the probable value of the writer's deductions.

So far as I have gone it seems to me that the psychological sharps who tackle advertising try to prove too much. They attempt to unscrew the inscrutable and tabulate a will-o'-the-wisp.

My impression is that Walter Dill Scott started this psychological epidemic by the publication of his extremely readable, sensible and valuable book, "The Psychology of Advertising," in which he told us very little that we did not know, but told it so well that it clarified our ideas. It is worth reading for its lucid, live, beautiful English—if for no other reason.

Even he tends to demonstrate the unmistakably apparent and to prove the obvious, as when he says: "In the preceding chapter it was shown that the larger advertisements attract the attention much more than the smaller ones. The larger ones also offer more opportunity for relevant text and appropriate illustrations."

By similar laboratory tests and tabulations it would seem possible to prove that Schwab's house in Riverside Drive is somewhat more conspicuous and commodious than a three-room flat in the Bronx. I haven't made tests with 100 male and 100 female college students, but I think they would work out approximately that way.

Professor Adams has made another remarkable discovery:

(Continued on page 17)



*There are a few
other cover pa-
pers as good as*

Buckeye Covers

*—but they all
cost more*

Catalogues,
Booklets, An-
nouncements,
Folders, Broad-
sides, Envelope
Stuffers, Mailing
Envelopes—they
cost less, look
better and pay
better, as a rule,
when *Buckeye
Covers* are used.

The nearest
Buckeye Cover
dealer will show
you "proofs" if
you ask him.

We still have a limited num-
ber of copies of the "Prin-
ciples and Practice of Direct
Advertising" on hand
and will be glad to send you
a copy on request if you
have not yet received one.

THE BECKETT PAPER CO.

MAKERS OF GOOD PAPER
in Hamilton, Ohio, Since 1848

Dealers in Principal Cities of United States, Canada
and England. Your Printer Knows the Nearest.

Member Paper Makers Advertising Club

ANNOUNCEMENT

Today's Housewife and Inland Storekeeper

THE working alliance between Today's Magazine and Inland Storekeeper, by which Today's, at its own expense, re-advertised its advertisers in Inland Storekeeper, is continued by Today's successor, **TODAY'S HOUSEWIFE**.

However, notice is hereby given that such re-advertising will not be guaranteed by Today's Housewife beyond the end of the coming year, 1917. Contracts for space in Today's Housewife beyond its December, 1917, issue carry no obligation concerning space in the trade paper. Advertisers in Today's Housewife who will be entitled to free space in Inland Storekeeper during 1917, who wish to contract for space in Inland Storekeeper for a period beyond 1917, can do so at the present card rates of Inland Storekeeper and they will be protected during 1918 at these rates.

As an indication of the growing importance of Inland Storekeeper in the field of national trade journals,

and as an indication of the steadily increasing value of this re-advertising service, these facts are submitted:

Inland Storekeeper last year printed 92,736 lines of advertising. This year it prints 212,940 lines—a gain of 120,204 lines. Meanwhile the advertising rate has been materially increased. Its circulation is going up steadily, with a strict maintenance of its full subscription price and the use of conservative subscription methods only. A minimum of 10,000 average net paid monthly circulation is guaranteed for 1917. The amount of editorial matter is 65% greater this year than last.

The re-advertising privilege, in full force during all of 1917, is obviously of more value than ever as a result of Inland Storekeeper's splendid record of growth during 1916, and it should be carefully considered by space-buyers.

Today's Housewife Inland Storekeeper



Announcement

We believe we are now fully prepared to take care of all the copy offered for insertion in the February, March and April Farm Journals, from which many advertisers have hitherto been crowded by our lack of press facilities.

Copy should reach us so that we may have o.k.d. proofs by January 5th.

The circulation will, as usual, be over the million.

The Farm Journal

Washington Square, Philadelphia

"A
zine
fluct
the
carn
leas
This
clos
imm
sica
A
only
mea
etc.,
mun
not
tisin
or
tell
est
of
it c
buyi
mas
Apr
whe
ligh
and
is g
T
be
long
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Oct
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over
his
Oct
clos
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prob
thes
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O
bew

"A striking fact relative to magazine circulation is the seasonal fluctuation. As shown in Fig. 11, the most advertising is usually carried in May and December, the least in January and August. This condition corresponding very closely to the maximum and minimum periods of mental and physical efficiency."

Again I am pained by the slovenly English. Probably what is meant is "periods of maximum, etc., efficiency"—and not maximum periods. However, that is not very important. No advertising man needs laboratory tests, or psychological pyrotechnics, to tell him that advertising is greatest in the two big buying periods of the year. December, because it covers part of the winter-wear buying and more because Christmas still comes in that month; April and May, because that is when we change from heavy to light clothing, repaint the barn and see if the trusty lawnmower is good for another season.

The manufacturer has had to be at his maximum of efficiency long before the ad appears, because he sold his Christmas goods to the trade in June or July, made them in August, September and October and delivered them in October and November. Moreover, his December copy was in his agents' hands along about October first—and the forms closed on the fifth.

There may be psychological problems involved somewhere in these operations, but who cares? What business man has time to bother with them? It is a condition, and not a theory, that he must deal with.

He might as well sit down and ponder on the law of gravitation when the elevator is stuck between floors and he has "gotta get them cases off on the 4:13."

Some time or other, one of our psychological friends will demonstrate by laboratory work that twenty-four-point type is larger than agate and then we will have something really important to work on.

One satisfaction I have, when bewilderment prevents my un-

derstanding just what all this psychology stuff is about, is the fact that the boys who write it themselves occasionally get all tangled up in it.

For instance, on page 52 Professor Adams says: "In the life of the human individual smells have little significance." The—I mean, you don't say so! But on page 56 is this: "It is perfectly possible to think of the smell, taste and appearance of the cup of coffee you had for breakfast." So smell *does* have significance.

On page 53: "Since the appeal to sight is the one which is most frequently made by the advertiser, a more detailed study of vision is imperative. The sense organ is the eye. A detailed account of its structure may be obtained from any physiology." There you have it—you fellows who wonder why last month's ads didn't pull as they should. You are just plumb ignorant. You probably thought the Cornea was a five-ton truck or a sleeping-car and that the Retina was a new talking-machine. G'wan, study physiology—maybe your ads are myopic and strabismic and bifocal and all them things.

IMPORTANT, IF TRUE

On page 67 I find a ray of hope: "It would seem, then, that sometimes the method will work and sometimes it will not. * * * There is, unfortunately, no way of telling which of the persons experimented upon would, in actual life, be sufficiently interested in any of the advertisements in the series to make him purchase the commodity. * * * The proportion which will see a particular advertisement is pure guesswork. * * * As a working basis we will take 20 per cent."

Why 20 per cent? While we are taking, let's take a plenty. Let's make it at least 75 per cent and be popular with the publishers.

Here is another startling psychological conclusion: "It must be kept in mind that a mail-order business appeals to a very small number of persons at best." I don't suppose "persons at best"

is really what is meant—though possibly the Professor thinks persons at their best would not be interested in mail-order ads. But let us assume that he means "at best, appeals to a very small number of persons."

If that is true, then what in Sam Hill do Sears, Roebuck & Company do with the five million big catalogues they print, at a mailed cost of about sixty cents apiece? And where do they get their hundred millions of dollars of annual sales?

How does it happen that the National Cloak and Suit Company's business necessitates sixteen acres of floor space which makes it the largest owner of commercial real estate on Seventh Avenue? And what about the Charles Williams Stores, Bellas, Hess & Company, and a dozen others who sell a few millions a year by mail?

On page 68 I find: "The cheaper, more frequently used goods, such as foods, soaps, etc., very probably could be tested adequately, if there were any way of determining accurately the actual business results."

Now, there's what I call real, indisputable psychological conclusiveness. But I would even go farther and say you could very probably test the foods, soaps, etc., without knowing anything about the business results. But must an advertising man be a chemist as well as a physiologist? And what has soap-testing to do with the mental laws of advertising?

The result of one series of laboratory tests is rather interesting, though I am not sure whether it classes under psychology or biology. These tests seem to show that men are most attracted by pictures of women and tobacco—while women sit up and take quicker notice of pictures of men and food. So a Holeproof Hosiery ad, with a picture of a couple at dinner—let 'em both smoke between courses, if you like—ought to catch them coming and going.

But the fact that men are attracted by women and pictures of them, and vice versa, hardly requires psychological demonstra-

tion. It is elemental. If you doubt it, drop in some day at a co-educational kindergarten.

I confess, I do not get much nourishment from the ponderous efforts of the psychologists and advertising mental-healers. There is a glimmer of daylight here and there—many of them in Professor Scott's book—but there is a preponderance of platitude and piffle.

A VERY PALPABLE HIT

Most of the conclusions so laboriously arrived at are so obvious that the office-boy in any advertising agency knows them by the time he has held his job for a month. Others are frankly admitted to be mere guesses and not to be depended upon as a basis for spending real money—"Sometimes it works and sometimes it does not."

"In order to make his commodity remembered, must insert his advertisement with considerable frequency."

"As the intensity of the stimulus increases, the reaction time decreases."

"The return coupon is valuable for many reasons."

"In connection with the ordinary advertised article, this would mean information concerning the procuring the commodity."

"Consequently it may be argued that a sentence to be easily grasped should contain from three to five phrases of three to five words each." (1)

"These figures are to a certain extent untrustworthy and misleading."

"One of the most striking results of the experiment is the fact that those commodities which are mentioned most frequently are, with few exceptions, the ones which are most widely advertised."

Just how such a result should be "striking" it is hard to conceive. If it had been different we would have had something to think about.

The impressive manner in which tests are carried on, their results elaborately tabulated and the foregone conclusions solemnly

ON THE WAY

THE SIXTH ANNUAL REVIEW NUMBER

OF COAL AGE

PUBLISHED
JANUARY 13



Six months prior to the Government Reports Coal Age issues its big Annual Review Number.

Every progressive Coal Mine Operator looks forward to this issue—reads it from cover to cover—keeps it handy for reference because of the wealth of authoritative information it contains. Such vastly important statistics as the amount of coal mined during 1916, the amount of coke manufactured and reports from the Chief Mine Inspector of each coal producing State are some of the reasons why Coal Mine Operators await with keen expectation and value this Annual Review Number.

If you sell to the coal mining field you should advertise, with adequate space, in this issue.

Circulation, 15,000.

Final forms close January 6, 1917.

Two-Color forms close January 2, 1917.

How much space shall we reserve?

COAL AGE

One of the five Hill Engineering Weeklies published at 10th Avenue at 36th Street, New York City—all members of the A. B. C.

stated puzzle me not a little. Has the mountain labored vastly to deliver an anemic, pink-eyed white mouse, or is there some deeply subtle significance discernable only to the scientific mind?

College laboratory experiments in advertising psychology seem to me utterly futile, because the conditions of actual life cannot be reproduced. A group of college students makes a poor cross-section of humanity. The things these young folks don't know about life and its perplexing problems are exactly what the advertiser must know if he shall succeed.

Asking them to select the most attractive or most compelling advertisement in a magazine is about as practical as the query—"What would you do if you had a million dollars?"

The psychologists' experiments with students have led them to conclude that first and last pages in a magazine are more valuable than the middle pages—that the middle quarters of a horizontally divided page are better than the top or bottom quarters—that a left-hand page is better than a right—that women see an eighth page quicker than a quarter, and that men respond better to the quarter.

And yet most of us, at times, have paid an extra rate for top or bottom of column and have pleaded with the make-up man for a right-hand page.

And what are we to do when we wish to appeal to both men and women? Shall we take both a quarter and an eighth—like the farmer who cut a large hole in the barn door for the cat to go through and then added a smaller one for the kitten?

HOPE SPRINGS ETERNAL

Be it far from me to disparage earnest effort, however poorly directed, for somehow good is sure to come from it.

If the highbrows keep on writing books about advertising they will have to study the subject, and in time they will surely learn something about it. They are helping to make the business re-

spectable. But I am sorry Professor Scott, in his natural effort to find a startling title, invented the phrase "Psychology of Advertising." It gives the business too much to carry—like christening a puny, puling infant Agamemnon Hercules Socrates Jones.

Of course, every advertiser—every business man—every clerk and salesman—every doctor, lawyer, burglar—must be a psychologist. We do it automatically. It doesn't take a baby long to learn how to gain and hold attention and how to induce favorable action. He learns psychology by the empiric method. And, when all is said and done, that is what the advertiser has to do: "Sometimes it works and sometimes it doesn't." But by actual work with plain, raw people—by knowing how they live—by guessing at their incomes and estimating their desires and aspirations by our own, we learn a little of what is in their hearts and a little of how their minds work. And so, without being too fussy about top, bottom or middle quarters, or whether blue appeals more to men than to women, we write the truthful story of the superiority of our product and give it the widest circulation our money and our nerve will permit.

And, when the psychics cease from psyching, our heirs, if the method worked, will have enough, after all just debts are paid, to advertise our virtues and our wisdom on our tombstones.

Jones' Dairy Farm Sausages in Newspapers

In addition to the periodical advertising, Milo C. Jones, of Ft. Atkinson, Wis., is running a newspaper campaign in a dozen of the larger cities for Jones Dairy Farm Sausage. The copy, which it is planned to run throughout the winter, lists the names of local distributors.

Brown Joins Curtis Publishing Company

Harry Brown, formerly of the Chicago Tribune, and more recently of the Archer King special agency, has joined the Chicago office of the Curtis Publishing Company.

A New Record in Collier's 15th Annual Automobile Number



TRADE MARK

Collier's 15th Annual Automobile Number, dated January 6, 1917, has closed with gains in automobile, tire and accessories advertising as follows:

	Lines	Revenue	Advertis- tisers	Circulation
1916	35,906	\$106,900	49	894,000
1917	40,446	141,400	61	985,000
				(Estimated)
Gains	4,540	\$34,500	12	91,000

The Dealer Supplement containing 56 pages will be mailed December 15th. If you do not get a copy, a word on your letterhead will bring you one.

COLLIER'S
THE NATIONAL WEEKLY
Circulation 975,000

NEW YORK CHICAGO BOSTON PHILADELPHIA

WHEN you select an advertising agency you are trusting that agency with more than your money, more than your plant, more than your product. You are trusting them with the good name and reputation of your company.



Fuller & Smith Advertising Cleveland



One Big Newspaper Covers



and

The Capitol District For You

Rate Six Cents Flat

Net Paid Circulation for September 41,090

*Advertisers, Sales Managers and Space Buyers
Are Requested to Write*

**THE KNICKERBOCKER PRESS
FOR FACTS**

PUBLICATION OFFICE
18-22 Beaver St., Albany, N. Y.

TROY
383 River St.

SCHENECTADY
Wedgeway Bldg.

(Member of A. B. C.)

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How One Concern Taught Its Salesmen to Disregard the "Selling Seasons"

The Habit of Rotating Products Was Strong, but a New Plan of Compensation Overcame It

"**H**OW do you know that these goods are 'seasonable'?" The new general sales director was talking to one of his district managers.

"Can't sell them this time of year," was the prompt reply. "Dealers won't stock them after it begins to get cold."

But the sales director was persistent. "Well, why won't they stock them, then?" he demanded. The district manager tried not to show the scorn he felt at this display of elementary ignorance. "There's no demand for them in cold weather. I don't know why. The public simply stops using them, and the dealers don't care to be caught with dead stock on their hands. It always happens that way. Nobody ever questioned it that I know of."

"I question it," said the sales director. "And the management questions it, which is one of the reasons why I am here. Do you happen to know that the L. & T. Company, out in Omaha, is selling its competing brand to our dealers right now, and that people are using it? There are indications that other competition is about ready to sprout, and some of it pretty close to your territory, too."

"Let me tell you something. The reason the public doesn't 'demand' these goods in cold weather is very largely because it is allowed to forget about them. They aren't anywhere in sight, and the public is thoroughly used to the idea that they are 'out of season' from November to April. The dealer is obsessed with the same idea, and so are you. The dealer doesn't stock them (and won't without considerable argument) simply because you have never asked him to do it; you have simply quit cold about the time the furnace fires are lighted,

and for three months or more you treat the goods as if they didn't exist. Of course, the dealer won't stock them—he isn't to be expected to pry them loose from us with a jimmy. The public doesn't use them because it can't get them, and rests perfectly content with the excuse that they are 'out of season.' And every year the habit grows stronger.

"The company isn't blameless, either. It has grown prosperous with a group of 'seasonable' products, and has accepted the idea of rotation of sales as a fixed principle in its line. But competition is showing us that it isn't a principle at all. It is accomplishing what we said couldn't be done because we had never tried to do it. There's the situation, and it is up to us to find out which of our products are really seasonable, and which have had seasonableness thrust upon them."

That is a fairly accurate report of a conversation which repeated itself many times with different district managers, in the headquarters of a large concern in a Mississippi Valley city—a persistent national advertiser, by the way, using many different kinds of mediums.

SHIFTLESS ROTATION OF SALES

This company sells, through retailers, a large variety of branded products which are used in the kitchens of homes everywhere on the continent. Under a former sales manager and former conditions in its trade, this company had rarely to meet any appreciable amount of competition—price competition almost never on its branded products. The volume of sales rotated among the different products. At about the time that the volume in one or a group of the products slumped, another

product or group would take the stage. The whole situation became to be accepted as a matter of course.

The sales organization was being handled at this time in a somewhat desultory way. Essentially, it was an organization of district sales managers who really conducted the sales work, without any one single guiding spirit to devote all of his time to their interests. The district managers adopted policies and methods of their own at will. So long as the volume of sales advanced and the company's coffers were not suffering, the managers were permitted to have plenty of rope.

What happened when active competition began to develop has already been indicated at the beginning of this article. The office of general sales director was created and a strong man from outside the organization was put into the new chair. He said that thereafter the rises and falls in volume must no longer be expected to come and go with the certainty of Christmas or the Fourth of July. The attending "pre-holiday" and "post-holiday" periods of quiet and slumps, he declared, would no longer be tolerated.

HARD TO BREAK SALESMEN'S SELLING HABITS

But the practical problem was this: How to convince the company's salesmen that they could sell the goods "out of season"? Habit is strong among salesmen, as among any other classes of men. Further, the salesman is not to be blamed for selling the goods which are *easiest* to sell. The company must persuade its men to push the goods which, for the time being, were *hardest* to sell, and to do so, in many cases, against their own preconceived opinions. Therein lay the practical difficulty, and the sales director congratulated himself time after time that he was blessed with an iron constitution in addition to a supreme amount of determination.

Competition quickly proved that

some of the products were seasonable all the year around. Others, it was shown by the way the competitors marched along, were seasonable for periods twice to three times as long as the pioneer company had made them out to be. In short, it was necessary to organize quickly and promptly for special campaigns, sometimes in one section and sometimes in many widely separated sections at one and the same time.

The district men, prodded along by the sales director, were having a hot time. With the director, they were very soon placed in a position of having to get together formidable special crews of salesmen, more than once on only a few days' notice, and then going out and cleaning up a section. It is no task to imagine the size of the barrel of cash that was poured into some of these special drives, on top of liberal advertising.

The results were not satisfactory!

The miscellaneous character of the sales forces was almost immediately spotted as the most consequential source of weakness. The hurriedly gathered sales crews started out with enthusiasm unbounded—which lasted for one, or, sometimes, two or three weeks; and that was about all, except in a few rare instances.

The men were coaxed, whipped and spurred; after a while a very intricate bonus system, based on sales volume, was adopted. It was necessary to go right ahead, even if only to hold the field, and there was not time for training-schools and similar devices.

But, still the results were not commensurate with the expectations. With few exceptions, the bonus plans and the constant driving of the salesmen were overloading the dealers! Nothing new, except that no one in this organization had thought of such an exigency!

Then the sales director jumped out into the field himself, and undertook to investigate conditions at first hand. He demanded of his district man that a crew

of salesmen should be picked out immediately, and put through the traces of the bonus contest scheme for one week only.

When the week was over he began to see a glimmer of light, and ordered the contest repeated, with this difference however; in addition to the bonus for volume (say five cents per case above a minimum amount) a bonus was offered for individual sales (so much for each dealer who signed an order, regardless of the size of the order).

To counteract the inevitable overloading of the dealers under the strenuous pressure and liberal and prompt system of compensation, the sales director injected the big idea that volume was not everything; that distribution was of more lasting importance. And he put it up to the men in a form which they could not possibly fail to understand—by paying them liberally and specially on the basis of the number of different sales made during the week, regardless of quantity for each sale.

Such was the plan, briefly stated, which finally "put over" the company's main proposition. The special men, hired for a week and paid on the basis of the number of dealers sold, as well as upon volume, could be trusted to push every product in the company's whole list before they let up on a dealer. They began to break down the belief in the seasonableness of certain goods, on the part of dealers and district managers. The company backed them with liberal advertising of its whole line, and was not only able to maintain its distribution against the assaults of competition, but materially increased the number of its products which its dealers stocked at a given time.

WHAT NEW SCHEME ACCOMPLISHED

The new methods did to a very large degree exactly what they were devised for: to keep the men interested constantly, to inject fresh vigor into them at periods frequent enough to create almost

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

a "constant" instead of slow and irregular pulsations of enthusiasm; to give the men an incentive to get deep into the policies and products of the house right off the bat, and to keep them on the advance constantly; to take away the incentive for overloading every dealer who was called on, and at the same time to get them to make more actual calls over wider territory and more individual sales—in short, getting and keeping a more complete distribution.

SOME SLACK METHODS THAT WERE REVISED

When the smaller towns were made by individual salesmen, the men had been prone to catch an early train to the next place, even if not every dealer had been called on. If the volume for the day was seemingly satisfactory, it was "called a day." Likewise, if the ordinary volume had been made, and the train wasn't quite due, there would be a game of pool or cards, or something else in the way of pastime, rather than a round-up of dealers who had not been seen, whether for reasons that the storekeeper was out when the salesman called, or the store was in some out-of-the-way place, or for some other "reason."

The usefulness of the plan above outlined is by no means confined to the particular circumstances under which it was developed. There are not a few sales managers who are coming to believe that any plan which may be devised for providing regular or special compensation for salesmen—whether a straight salary proposition or the most intricate bonus system—will in the last analysis stand or fall on the promptness with which the salesman can actually see the evidence of the results he gets; and, what is more, actually receive the compensation for them.

It goes without saying that a salesman will generally strive for the results which carry the greatest reward, and it is up to the management to place the rewards in the proper place.

The Status of Toronto Ad Club

TORONTO, Dec. 7, 1916.

Editor of PRINTERS' INK:

I regret very much to see an item in your issue of November 30, to the effect that the Toronto Ad Club has given up its charter and giving the impression that the club has disbanded.

Evidently the fact that the Toronto Ad Club has recently given up its club rooms and sold its furnishings has given rise to a misunderstanding.

The club's executive committee has felt for some time that it would be wiser to use its means to promote club activities, rather than apply them to the payment of heavy overhead charges. A general mass meeting of the club members was held recently when this point of view was placed before them and the members approved of the plan submitted. The club quarters were accordingly given up at the end of November and the furnishings sold. The club members pledged their support to the organization and no resignations have been received because of the changed plan. The charter has not been given up. The name has not been changed. Weekly educational luncheons are held in one of the leading hotels.

Reference was made in your item to indebtedness incurred at the time of the Toronto convention. I wish to say, as chairman of that convention for the Toronto Ad Club, that about twenty-three per cent of the funds raised was not required for convention expenses, and that this amount was offered back to the subscribers as a pro rata rebate. A considerable number of the subscribers, however, presented to the club their pro rata share. It will be seen, therefore, that the holding of the convention in Toronto did not cause any financial embarrassment whatever.

FRANK H. ROWE,
Vice-Pres., Toronto Ad Club.

Tryout Copy for Prophylactic Hand Brush

An advertisement for the Prophylactic Hand Brush recently appeared in a national weekly. The Florence Manufacturing Company makes a full line of brushes, and it was thought in some quarters that this advertisement heralded a full-fledged campaign. William Cordes, of that company, however, writes PRINTERS' INK that this was simply a test advertisement and that a regular campaign has not yet been decided upon. The tryout ad did, however, bring inquiries that impressed the advertiser.

Extends Distribution by Guaranteeing Sales

To extend dealer distribution, S. C. Johnson & Son, of Racine, Wis., makers of wood finishes, are exploiting Johnson's Carbon Remover in the automobile trade papers. The company calls attention to its national advertising, and assures the dealer that he runs no risk in stocking, inasmuch as sales are guaranteed.

Individuality

To many it conveys a message of good cheer

To many it stands for pure enjoyment

To many it is agreeably stimulating

To many its saneness is refreshing

To many its aims and policy make an inspiring
appeal

**TO ALL IT IS A MAGAZINE OF
PRACTICAL HELPFULNESS—**

**ALL RECOGNIZE IN IT A TRUE
FRIEND—*their* HOME JOURNAL**

During thirty-one years millions of people have read its pages and automatically it has attracted and held together an enthusiastic assemblage of its own kind — over 900,000.

THE PEOPLE'S HOME JOURNAL
80 Lafayette Street, New York

• A. B. C. MEMBER

How Advertisers Make 2,000,000

THE discontinuance of the American Sunday Monthly Magazine which has heretofore been issued with the Sunday editions of the New York American, Boston American, Chicago Examiner, San Francisco Examiner, Los Angeles Examiner and the Atlanta American, leaves the Weekly Magazine section of these newspapers the only logical medium through which you can, with equal satisfaction continue your appeal for the patronage of the great army of consumers in whose homes both these publications have long been regular visitors.

Through the American Weekly Magazine you can force your message upon the attention of the public by printing it in a combination of four colors. Through it you can deliver it with sufficient frequency to drive it home.

With a net paid circulation of more than 2,000,000 copies concentrated in the most densely populated and most prosperous sections of this country, the American Weekly Magazine affords advertisers of nationally distributed goods, as well as mail order houses, a medium of incomparable value for reaching people with the disposition and means to respond to their advertisements.

Your Ad. in Four Colors

on the back page of the American Weekly Magazine will not cost you any more than black-and-white on our inside pages. This cost figures approximately 12c per line per hundred thousand circulation—or \$2.50 per page (16½x21½") per thousand.

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Continue To Reach HOMES

A PAGE in two colors in the only other weekly with approximately the same amount of circulation costs \$7,500:

The same amount of space in *four* colors in the American Weekly Magazine with a *concentrated*, localized circulation in thickly populated centers where an advertiser has the best facilities for supplying created demand for his goods, costs \$2,500.

To the Former Patrons of the SUNDAY MONTHLY MAGAZINE

You know from personal experience what the value of the eight or ten million readers of the Hearst Sunday newspapers has been to you. Your own business capacity will tell you that you cannot afford to ignore this vast army of possible customers of your goods.

To hold their patronage and good will you must keep alive their interest.

The American Weekly Magazine is your only logical and direct vehicle for this purpose.

Through it you can continue to talk to the same audience. And the privilege will cost you \$3.50 per line less than it has cost you heretofore.

If you have "copy" that lends itself to effective color treatment, you can use the back page of this section at no higher cost than we charge for black-and-white space on the inside.

If you have imagination, picture the striking effects you can achieve with a combination of four colors!

We are at your service. Let us tell you more about this proposition. It's too big for you to overlook.

Let us send you a booklet on "Intensive Selling." It gives facts you ought to know.

The American Weekly Magazine

Columbus Circle, New York
Tel. 7000 Columbus

Hearst Building, Chicago
Tel. 5000 Main

LT MA

Finance - Economics

WALL STREET OFFICE:
2110 Building at Broad St.
November 22, 1916

FINANCE

**IN the first ten months of 1916,
The New York Tribune has gained
less financial advertising than any
other New York newspaper.**

It was a great period for unscrupulous promoters, but none of them profited at the expense of Tribune readers. Yes, we want more financial advertising, but only the kind that gives satisfaction to both buyer and seller.

The New York Tribune has and proposes to retain the confidence of its readers. Such advertisers as are gladly admitted to Garet Garrett's Business Man's Financial Pages find that this confidence pays, and pays big.

NEW YORK

A. Forbes Co.
Preferred
Mr. Yob Co.

TRIBUNE SERVICE.

How Hart, Schaffner & Marx Make Better Salesmen of Their Dealers

They Help Merchants Pull the Whole Business Load

By a Hart, Schaffner & Marx Dealer

[EDITORIAL NOTE: IN PRINTERS' INK for Dec. 7 this same writer told with what tact and forcefulness Hart, Schaffner & Marx treated important sales policies in their letters to dealers. In this article are described other ways employed by the same house to help the dealer sell more goods—and not merely H., S. & M. goods. Any manufacturer knows how apt dealers are to resent any outside interference in "their" business. Yet those advertisers who, like the Chicago clothing concern, can by tact get under the merchant's guard are well repaid. Only a few know how to do it. That's why this article will repay careful reading.]

HART, SCHAFFNER & MARX do lots of things that most manufacturers believe are no concern of theirs. How many firms think of selling salesmen's cards for the use of their dealers' clerks—and quote prices on lots so small as one hundred for fifty cents, so that the smallest store can benefit by their help? They even get interested in the store's wrapping-paper problem. Quoting from a folder to their dealers:

"You expect to pay about so much every year for wrapping-paper, boxes, cord, etc., in order to deliver your goods; you look at it as 'necessary expense.'

"We're trying to help you to make an economy out of this expense when we urge you to send out good-looking packages. It's the best way we know to increase a customer's respect for his purchase and for your store; it yields handsome profit.

"Use the boxes we've prepared for you; wrap them in a gray kraft paper and tie them with a gray cord; in case the goods are sent out, use the small-package label—sample enclosed."

Then follow the prices. And this is more than mere advice—Hart, Schaffner & Marx go into the box business and paper business and twine business for their dealers. They send samples of

the boxes; enclose model labels for the boxes—and even furnish the twine!

All these things because they are trying to put themselves in the dealer's place!

Here's a piece of printed matter from them without a word of advertising for Hart, Schaffner & Marx clothes in it—but don't you think it isn't going to help sell more clothes for them in the end!

DOWN IN ALABAMA, OR THE STORY OF
HOW ONE MERCHANT WENT AFTER
EXTRA BUSINESS.

Not long ago a good merchant from down in Alabama came in to see us; he was bubbling over with enthusiasm about a business-getting plan he had. It wasn't a new idea; many of our customers are using it, but it was a good idea; we know it works. We want to pass it along. Here is the story just as the merchant told it:

"I am going to get some extra business.

"I am going to go out into the country and take some model suits with me.

"I think I can sell half the country people in our county and I am not going to miss any of the cross-road towns either.

"If I am unable to sell a man a regular stock suit, I will use the made-to-measure line as a last resort.

"I was down at the automobile show all day to-day, looking for a light car that doesn't cost too much; one that will hold a trunk and take us over the country roads.

"Any time when there isn't so much going on in the store, I will cover everything within ten or fifteen miles of F—. When I get through I will know every farmer and I will have a map that shows all the roads. The fact is, I will be a regular 'census taker.'

"And if I don't sell more than two or three suits a day, it is going to pay me because I will get acquainted with every man, woman and child in this neck of the woods.

"When I can't go myself, I will send my son or the liveliest salesman we have. It looks to me as though the tendency of modern retail business like ours is to place things before a man on a 'silver platter' so that he has to make no effort at all to get exactly what he wants and when he wants it."

This merchant got the business—you can do the same thing.

You ought to start out after this business now before someone beats you to it. HART, SCHAFFNER & MARX.

The company's sales work is thorough. It realizes the profound importance of the store-keeper's sales force in the scheme of things. Lots of other firms have realized this great factor, too—but they didn't know how to go about it. You know, as a general thing, retail concerns do not encourage direct contact between their salesmen and the concerns with whom they do business. That is because so much of the printed matter sent to the sales force is selfish—it argues the merits of their article to the exclusion of all other brands in the same line—and surely you do not blame a good retailer for objecting to this sort of propaganda.

MANUFACTURER TO THE REAR

Now, Hart, Schaffner & Marx have a series of books issued under the title of "The Salesmen's Library." The books are written from the store's viewpoint—in language that any salesman can understand. The name of the manufacturer appears but seldom—it seems that in all their printed matter Hart, Schaffner & Marx reflect a deliberate effort to see how little reference the firm can make to itself without losing every bit of advertising value.

These sales manuals make better salesmen—we know that from experience. We thought so much of the little books that we had them mailed to all our men's clothing salesmen—to their home address. They reflect a perfect understanding of the things that spur a salesman on. They are careful to point out all the time that better salesmanship means more money for him.

The books are handsomely and sturdily bound in boards—a handy size to fit the pocket—and set in pica caslon, with wide margins, making it very easy to read. These books are issued every season.

Only by reproducing copious extracts from several of these books can I convey to you how unselfishly the books are written—you almost imagine you are reading a book for which you

paid real money. The first extract:

GIVING SATISFACTION

An opera star, unlike a clothing salesman, can afford to be temperamental; he can be as careless of the feelings of the people with whom he comes in contact as he likes.

The reason is that the people he is paid to satisfy, and the people with whom he comes in contact are not one and the same. His "customers" who pay five or six dollars to sit a couple of hours and listen to him do not demand courtesy and a cheery smile, but only a fine voice.

The clothing salesman's job, in the abstract, is the same as the opera star's—to satisfy the people from whom the money is to come that pays his wages.

Every man who comes out of a clothing store leaves it in one of two frames of mind—pleased or displeased.

If the clothing salesman takes the liberties of the opera star, if he adopts his methods, the customer who leaves will not come back to buy again.

You retail salesmen have just one job, to give satisfaction; but, due to the intimate personal contact you have with your customers, you will fail unless you treat them as they like to be treated.

The way to satisfy them is by deciding not what sort of clothes you like, but what your best judgment tells you will be the kind they like.

You can't treat all men alike. Some men like to be slapped on the back; other men want to be treated with the same quiet dignity and respect a man tries to adopt when he's making a certain speech to the father of the "finest girl in the world."

If a man comes into your store irritable or skeptical, and you, show him clothes, and he leaves in the same frame of mind, you may feel that you've done your duty, that you've done everything a reasonable man could expect; but don't fool yourself, you've failed.

A lot of men who come into your store may not act like reasonable men; they may be irritable and overbearing and unreasonable.

But remember this, your job isn't merely to show clothes or take measures, it's to satisfy. You've got to adapt your methods to the man. *Whenever a man leaves your hands dissatisfied, no matter what the cause, you've failed.* You men can do one of two things—you can either make customers or not.

The dictionary may define "salesman" as it likes, but you can bank on it that the way it is defined by the man who makes out the pay-roll is "one who makes customers."

And here's another clever extract:

"WHEN IS A SALESMAN NOT A SALESMAN?"

"(A Farce)

"Scene: A clothing store.

Lord & Thomas Creeds

No. 25. *Power*

Forget not the responsibilities of power.

Virile advertising is a fearful force, and every master knows it. He can feel the millions yielding to his sway.

The ad-writer is the only advocate who has everybody's ear. Around every fireside, far and near, folks listen to his logic.

A frequent result is to create a monopoly. And the courts have decided, in a Sherman Law case, that it is legal monopoly.

But, unless such monopolies serve the common good, they won't be legal long.

Forceful advertising leads or misleads in a tremendous way. It is serving Man or Mammon, Greed or Justice, with a billion able cohorts.

In self-defense, the world will ever hold such forces to account.

Mark the history of misused power, in whatever field exerted. Avarice has never long succeeded. Mankind was never long deluded. Never has injustice escaped punishment for long.

The guardians of advertising closed its doors to the liars and the frauds. And that was all that saved it.

But all infractions of the square deal are dangers equally acute. We must guard this field against them, else that power will be deposed.

All of us will share in the disaster.

This is the twenty-fifth of a series of business creeds to be published in Printers' Ink by Lord & Thomas. If you desire the set in card form address Lord & Thomas, Chicago, New York or Los Angeles.

**Day and
Night
Service**

**The best quality
work handled
by daylight**



*One of the largest and most completely
equipped printing plants in the United States*

**Printing and Advertising Advisers and
The Co-operative and Clearing House
for Catalogues and Publications**

We assist in securing catalogue compilers, advertising men, editors, or proper agency service, and offer our assistance in every other direction that appears practical and possible toward the promotion, preparation and printing of catalogues and publications. Further, we invite suggestions with a view of making our service most valuable.

OUR SPECIALTIES

- (1) Catalogues
- (2) Booklets
- (3) Trade Papers
- (4) Magazines
- (5) House Organs
- (6) Price Lists

(7) Also Printing requiring the same material and workmanship as the above, such as **Proceedings, Directories, Histories, Books** and the like.

Our Complete Printing Equipment, all or any part of which is at your command, embraces:

**TYPESETTING
(Machine or Hand)
PRESSWORK
BINDING
MAILING
ELECTROTYPING
ENGRAVING
DESIGNING
ART WORK**

If You want advertising service, planning, illustrating, copy writing and assistance or information of any sort in regard to your advertising and printing, we will be glad to assist or advise you.

If desired, we mail your printed matter direct from Chicago—the central distributing point.

USE NEW TYPE

**For CATALOGUES
and ADVERTISEMENTS**

We have a large battery of type casting machines and with our system—having our own type foundry—we use the type once only unless ordered held by customers for future editions. We have all standard faces and special type faces will be furnished if desired.



**Clean Linotype
Faces**



We have a large number of linotype machines and they are in the hands of expert operators. We have the standard faces and special type faces will be furnished if desired.

**Good
Presswork**

We have a large number of up-to-date presses, several of which have been recently installed, and our pressmen and feeders are the best.



**Binding and Mailing
Service**

The facilities of our bindery and mailing departments are so large that we deliver to the post office or customers as fast as the presses print.

Let Us Print Your Catalogues and Publications

THE GREAT CENTRAL MARKET

**CATALOGUE & PUBLICATION
PRINTERS**

**Make a PRINTING CONNECTION
with a Specialist and a Large and
Absolutely Reliable Printing House**

(Inquire Credit Agencies and First Nat'l Bank, Chicago)

If you want quality—the education and training of our employees concentrated in one direction on the one class of printing in which we specialize, make the workmen more skillful. If you want delivery—our plant is equipped with economical, time-saving machinery and is in operation day and night the year around. If you want the best price—our unusual labor-saving material and equipment enables us to make exceptionally low prices on our specialties. Our organization is excellent. When you place an order in our care you relieve yourself of all anxiety. You insure yourself

Proper Quality — Quick Delivery — Right Price

We are always pleased to give the names of a dozen or more of our customers to persons and firms contemplating placing printing orders with us.

Don't you owe it to yourself to find out what we can do for you?

Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.

Let us estimate on your Catalogues and Publications. (We are strong on our specialties)

ROGERS & HALL CO.

Polk and La Salle Streets **CHICAGO** The Great Central Market
Wabash 3381 **TELEPHONES** Auto. 52-191

"Characters: The Judge and a Salesman.

"(Enter the Judge.)

"SALESMAN—'Waited on?'

"JUDGE—(Ironically) 'No!' (Thinking to himself) 'Great Scot! He just saw me come in; this fellow must be a "dub."'

"SALESMAN—'What size do you wear?'

"JUDGE—'Why, I don't know.' (To himself) 'What a fool question; does he think I'm a tailor? Why doesn't he go ahead and measure me instead of pestering me with fool questions? I'm never annoyed this way when I go to my tailor. In spite of all the advertising that attracted me so, I guess this ready-made game isn't what it's cracked up to be.'

"SALESMAN—'About how much would you like to pay?'

"JUDGE—'What have you got?'

"SALESMAN—'What do you want, a light or dark suit?'

"JUDGE—'Why, let me see what you've got.'

"The rest of the story is quickly told. The salesman bewildered the judge with a variety of models, asking him whether he liked three buttons better than two, whether he liked any padding, whether he liked peaked or notched lapels. Finally the judge got a model he liked and saw a piece of goods that just caught his eye.

"The salesman hunted around until he found the size, then he tried it on the judge, who decided that he didn't like the way it looked; he didn't know just what was the matter, and he 'guessed he'd let it go,' and went out, thinking, 'Well, these ready-made clothes may be all right, but not for me.'

"Well, what was the trouble? When the judge came into the store the salesman should have said: 'Good morning,' courteously, taken a look at the judge, slipped a tape measure around him, invited him to sit down and gone to get a coat for him to try on.

"The salesman should have realized from looking at him that the judge wanted something fairly conservative, in which he

could be well dressed and up to date. He should have taken a chance that dark grays and blues would appeal to him, and then he should have made sure that the suit would 'look right' by giving the judge a medium stout if that was what he needed—instead of a stout. About the price, well, he might have guessed from his prosperous appearance that he would be willing to pay \$35 or \$40.

"The judge came into the store more or less skeptical, and he was naturally rather an irritable sort. He neither received the quiet, efficient expertness to which he was accustomed, nor was he finally shown the sort of clothes he ought to have.

"The judge was good customer-material. Anyone can fill orders when he is told precisely what is wanted, but the man who *sold* the judge would have been a salesman, for he would have *made* a customer. That's the object of this booklet—to help you *make* customers."

PUTTING, INTEREST IN CLOTHING DESCRIPTION

Here's the way Hart, Schaffner & Marx handle descriptions of the various models in their line—so helpfully, so humanly that it is easy to see why such advice to his salesmen is welcomed by the retailer!

WHEN HE BRINGS HIS WIFE

When a man comes into the store with his wife, you know who usually selects the suit. A merchant we know made a practice of always seeing that the coats he tried on in such cases were from the Models 12, 15, 16, 17 and 18 group. It worked; he told us so. He told us, too, about the times when this stunt didn't work—he said there weren't any. Just why this was true—well, you can make your own guess, if you like.

The waistline in these coats is more defined; they are somewhat body-tracing, yet without they are men's coats.

It may be because she is used to body-tracing lines in her own clothes that the wife takes a fancy to these; it may be (and, confidentially, we think this is nearer it) because it's in these models that her husband always looks most nearly the way she pictures him to her friends and to herself; you know how a woman always pictures her hus-

band—a sort of combination of the gray-haired, dignified man-of-affairs and the most intelligent and promising young man in his employ.

Now to the newspaper ads. First of all, instead of the usual ad book issued once a season, the company issues packets of separate ads that come to you at frequent intervals—and they are well timed! For example, just about the time the "boys" were returning from the border, we received some ads with a sketch showing the soldiers' homecoming—with special copy headed "The Whole Town Welcomes You."

For Washington's and Lincoln's birthdays there was special copy with just the most casual reference to merchandise. Many of these advertisements were devoted entirely to service talks—or to other departments of furnishings, hats, etc. *And in most of these ads the name Hart, Schaffner & Marx was displayed the way the dealer would have done it himself, without undue emphasis.*

"Without undue emphasis"—read that again, Mr. Manufacturer—in getting this detail right you have the big secret of how to get a dealer to use your helps.

This Chicago clothing manufacturer is so fussy about not overdoing things that I recall receiving special ad cuts of its "Trumpeter" trade-mark that had the copyright line under it even smaller than ruby!

HELPS FOR SPECIAL OCCASIONS

For the smaller retailer there are special illustrations of country fairs, homecoming week, etc. One of these fair announcements begins with the paragraph, "One of the greatest fairs in the history of Rock Rapids will be held here September 25th to 30th. If you want to give a great demonstration of its hospitality—"

It winds up with "We have good merchandise to sell and we'll sell it if people want it, but this advertisement is not written to talk about anything but our desire to be thoroughly useful to you and to express the hospitality of this city."

Talk about unselfishness!—this

is it, all right! There is no reference to Hart, Schaffner & Marx clothes in the ad.

And such wonderful illustrations! We got one about "first long-trousers suits" that was so stunning that I changed my advertising schedule to make room for it. Here's a case of a dealer spending \$277.90 because he liked an illustration so well. Doesn't this suggest that it pays to get the best of art work?

The plan of periodical mailing of dealer-helps—especially ready-made ads—strikes me as much better than the once-a-season book. In the first place, the book is apt to slumber away in some drawer—and so be forgotten. And then, too, the plan of mailing frequently gives the maker a chance to introduce the latest tendencies in his line. For example, the trend might turn toward ulsters late in the season—and a timely broadside hits the dealer at the psychological moment—and he is apt to use the stuff. Thanksgivings illustrations received at the right time seem fresher than when you pick them from a book you've had on hand for three months.

The manufacturers do not lose interest in their helps after they leave their establishment. Here's a letter that is self-explanatory—makes a dealer sort of feel he has something valuable that needs looking after.

DEAR SIR:

Is your "Home of Hart, Schaffner & Marx Clothes" sign a little dusty, or does it look "spotty"? We mean the sign that sets up right next to your window—the one made of American black walnut.

Here is a simple way to brighten it up: put some linseed oil on a soft cotton cloth and go over the sign very carefully, and then rub it again with a dry cloth until the sign is dry. You will be surprised how rich the wood will look and how clean and sharp the letters are after this treatment.

This is a very beautiful and expensive sign and it is known from coast to coast. You'll want to keep it "looking its best."

The form-letters, furnished dealers for their use in soliciting business, are also written from the dealer's point of view. They are characterized by simplicity, restraint in making claims—and most of them are very short.



PETER DOELGER *First Prize* BOTTLED BEER

VERY few breweries in the United States set as high a standard as the Peter Doelger Brewery of New York City. The quality of its product is unsurpassed — the plant is a model in sanitation and equipment.

But the many years of advertising which the firm had done never attained the high standards which was believed to be worthy of the business.

We were called into consultation by Mr. Robert Hunt, Jr., the Advertising Manager. Several conferences took place — the plant was inspected and after going over previous advertising efforts, the one big idea which previously had escaped attention was discovered.

The newspaper campaign which we are now conducting for this client not only meets with Mr. Doelger's long-sought ideals, but has set a new standard in beer advertising generally. But this is the point — the Doelger Campaign — though only a few weeks old — has resulted in a *marked* increase in the consumption of this *uniform* beer.

Is your advertising on a par with the quality of your goods?

"Watch Atlas"

Atlas Advertising Agency
Incorporated
New York City



Service First

In the examples that follow you will note that the dealer's individuality is not kicked out—on the contrary, there is a deliberate attempt on the part of Hart, Schaffner & Marx to take a back seat.

So many women buy men's underwear, hosiery, etc., that we've prepared a letter for you to send them.

Dear Madam:—

If the men in your family are like many men we know, they have left the purchasing of their underwear, hosiery, handkerchiefs, etc., to you.

There's a good reason why they should; women know more about the quality in these things than men do.

And because women are quickest to appreciate value in these accessories, we're especially glad to call your attention to our service.

We have the finest grades and makes of underwear, hosiery, etc., on the market; not the most expensive, but the most value for the money you want to pay. The men in charge of these departments are experts—they can be of great help to you in choosing.

Though we sell only men's wear, we're especially equipped to serve women; you'll like our courtesy, our expertness—and our values.

We hope you'll give us a chance to serve you.

Yours truly,

LETTER TO FARMERS

Dear Sir:

The idea used to be that a farmer hadn't much use for "dress-up" clothes; work clothes for him.

But we sell a lot of Hart, Schaffner & Marx clothes here every season; and if we didn't sell them to farmers we wouldn't be able to sell them at all.

The fact is, these are the logical clothes for farmers; they represent better than any others the full value of every dollar they cost.

We've got just what you want for this fall; in suits and overcoats.

Whenever you're ready.

Yours truly,

(Your name here)

Letter to send to your out-of-town mailing list at Fair time or Home Coming; change the dates, names, etc., to meet your needs.

Dear Sir:

You're surely planning to come to — for the County Fair in (September). It's going to be a great show; there's never been one anywhere around that promised so well. You're within easy reach; and we're going to make all our out-of-town visitors especially welcome. You can count on that.

There'll be lots going on here besides the Fair; of course, everybody in — is exerting themselves to make it agreeable and interesting for our guests.

We're "doing our bit." We have on

hand our complete fall display of clothes, hats and furnishings. This will give you a chance to get "posted"; also to see what you want to buy for fall and winter.

Hart, Schaffner & Marx are sending us an exceptionally strong showing of their famous suits and overcoats. You'll surely want to see them.

Memorize the dates; September —.

Yours truly,

(Your name here)

Effective letterheads—both plain and in colors—are furnished at a nominal charge; and to dealers to whom it would prove a convenience they offer to take all the work of addressing, having the names filled in, etc., off their hands. They even quote the cost of a signature cut, if one is needed—offering to have it made for the dealer. You must remember that most of the small towns cannot boast of a photo-engraving plant.

Hart, Schaffner & Marx don't want a retailer to do anything he should not do as a good retailer.

More firms could adopt this policy if they wanted to. But they don't care to. They will go right on spending their money for elaborate "helps" that crowd out the dealer's individuality—and have it furnish good bonfire material.

And advertising conventions will keep on listening to speeches on "How to Win the Dealer."

All because some manufacturers still think that a retail store is simply a big vending machine; that an ideal dealer's advertisement is one that has the dealer's name in the smallest type and that of the manufacturer's product as large as he will stand for it.

Effectively Changes the Sales Talk

An elderly lady entered a shop and asked to be shown some tablecloths. The salesman brought a pile and showed them to her, but she said she had seen those elsewhere—nothing suited her. "Haven't you something new?" she asked.

The clerk then brought another pile and showed them to her.

"These are the newest pattern," he said. "You will notice that the edge runs right around the border and the center is in the middle."

"Isn't that lovely!" said the lady. "I will take half a dozen of those."—*Life*.

Speaking of Results—

THE ADVERTISING DEPARTMENT CO.
A SERVICE FOR ADVERTISERS
LEADER-NEWS BUILDING
CLEVELAND

December 1, 1916

Railway Mechanical Engineer,
Citizens Building,
Cleveland, Ohio.

Gentlemen:

ATTENTION MR. H. H. MARSH

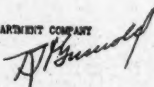
Mr. J. F. Lincoln of The Lincoln Electric Company, has asked me to tell you how well pleased he has been with the advertising which we have done in the RAILWAY MECHANICAL ENGINEER.

This advertising, as you know, was undertaken not primarily with a view to obtaining direct inquiries, but rather to acquaint railway shop executives with the Lincoln Arc Welder and its advantages. Notwithstanding this, the direct results obtained have been very gratifying and in one case, that the writer knows of personally, a \$25,000. order was secured from a man, whose inquiry was first received from an advertisement in your paper.

The plan of publication and the entire business policy of the paper is such that we are glad to commend it to any intending advertiser.

Yours very truly,

THE ADVERTISING DEPARTMENT COMPANY



BIGRIEVELD:HL

Simmons-Boardman Publishing Co.
New York Chicago Cleveland Washington

The Railway Age Gazette, The Railway Mechanical Engineer, The Railway Signal Engineer, and The Railway Electrical Engineer are members of the Audit Bureau of Circulations. The Railway Maintenance Engineer has applied for Membership in the A. B. C.

One Million
for
\$350 per line

IN this day of high paper costs, reduced circulations, increased rates, etc., it is interesting to note the reverse as applied to HOME LIFE.

The mailings of the four Fall issues of HOME LIFE, which have without question produced phenomenal results for advertisers, were in excess of

1,000,000 copies

each month September to December inclusive

Based on volume of circulation, HOME LIFE has the lowest line rate of any national publication.

Advertisers interested in securing quantity and quality circulation at a minimum price should use HOME LIFE in their Spring campaign.

The month of January, 1917, shows an increase of 50% in advertising volume over January, 1916.

The final forms for the February, 1917, issue close December 30th, 1916.

HOME LIFE

PUBLISHING CO.

CHICAGO

A Paper for Every Purpose

We are sometimes asked what kind of paper we specialize in. Our specialty is in furnishing the right paper for your requirements.

Our "Opacity" light-weight catalogue has become the standard paper for mail-order catalogues. It is now used by nearly all the larger concerns. Similarly Folding "Radium" Enamel has become the standard by which all other folding enamels are judged.

Your favorite magazine, your trade paper, even your daily newspaper are more than likely printed on paper made by one of the several big mills owned or controlled by Birmingham & Seaman.

There is a Birmingham & Seaman office near you. We offer a nationwide, not a local, service. You are assured of painstaking, personal attention when you place your paper requirements in our hands.

BERMINGHAM & SEAMAN COMPANY

Paper for Every Advertising Purpose

Chicago - New York

**St. Louis
Minneapolis**

**Buffalo
Detroit**

**Philadelphia
Milwaukee**

Picking the Right Field for a Selling Experiment

The Story of the Experience of a Food Manufacturer

A NATIONAL advertiser who has been singularly successful in marketing a high-grade food product has, as the result of a recent experience, been put wholly out of conceit with house-to-house demonstration as a means of introducing his specialty. However, the experience of this manufacturer, if analyzed, only goes to emphasize the importance of picking with care a field for such a demonstration—particularly if, as in this case, the local experiment in restricted territory is to be in the nature of a try-out with a view to sensing the opportunity for a national campaign.

The hero of our story chose the northwestern section of Washington, D. C., as his test laboratory, and assuredly, by all surface indications, the choice seemed to be a suitable one. The product to be demonstrated is a high-grade, packaged, trade-marked article, presumably having its strongest appeal to good liveries who are willing to pay a little more than the ruling market price in order to be assured of a superior article. The fashionable residential section of the national capital seemed an ideal spot in which to introduce the specialty, because here we find what might be accounted a hand-picked public made up largely of members of a wealthy or well-to-do leisure class who, upon retirement from active business life, have been attracted to this non-commercial community as an agreeable place to live.

But what happened? Simply this. The woman demonstrator, an artist in her line, with a record behind her, was unable in this instance to place enough goods to pay expenses. The manufacturer took his loss and quit, thoroughly convinced that there is nothing for him in house-to-house demonstration, anyway you fix it. However, a survey of the scene "after the storm" encourages suspicion

that there was nothing wrong with the scheme of demonstration, but that failure resulted simply from an unfortunate choice of a demonstrating field. Particularly does it become evident under close scrutiny that this community of consumers, that appeared so promising, should on no account be taken as representative of the entire country.

THE FIELD WAS NOT TYPICAL OF THE WHOLE COUNTRY

The section of the capital city that was chosen for this canvass is, to be sure, a district where the householders have the means to indulge their taste in food delicacies, but it is also a community which has the "servant habit" to an extreme degree, thanks to the plentiful supply and comparatively low wage of colored help. The result is that in Washington the housewife who presides in her own kitchen is a rarity. There is a servant, and maybe two, where a family of like station in a Middle Western town would not boast any regular help, and in consequence the Washington housewife does not answer her own doorbell, except in an emergency. As a result of all this "front" the food demonstrator who has lately come to grief was unable, except in a few isolated instances, to reach "the lady of the house," although it is pretty certain that said lady of the house would have been interested in her message if she could have heard it.

Nobody will contend, probably, that, in so far as the average manufacturer is concerned, there is any remedy for this state of affairs, in so far as Washington, D. C., is concerned, any more than there is a solution for a similar state of affairs at Newport, R. I., or any other like community. But the question that obtrudes itself is whether a manufacturer is wise to choose such

exotic communities for trials designed to determine a policy for the entire country, and whether it is quite fair to his product to denounce any method of distribution after such a hearing. In the case of the food dainty that failed of admission in Washington, it is a good guess that it would, if proffered in the same way by the same demonstrator, be welcomed with open arms in any prosperous, every-day town or city where the housewife is the real purchasing agent of the home and genuinely interested in anything that might prove worthy a permanent place on her table.

Advertisers Get in on "Fresh Air Week"

The increasing tendency of advertisers to gear some of their advertising efforts to some public event was well illustrated in New York City last week. This was generally proclaimed as "Open Window Week" and cards were displayed all over the city by the local health authorities, showing a graphic chart of the relative number of deaths from pulmonary and bronchial diseases in homes devoid of fresh air, as against those who practise the open-window habit. Seizing their cue, two advertisers used this as an opportunity for developing some joint sales propaganda. One of these was for a window ventilating device, and the other for O'Sullivan rubber heels. It seems that part of the "Open Window" week programme included a walk-to-work day, and the moral was easily applicable to the O'Sullivan proposition. In both the car-card and station advertising of these two products use was made of the civic authorities' chart.

Leon Dutch With Robbins Dress Company

Leon P. Dutch, for nearly two years with *Nugent's Bulletin*, New York, has become associated with the sales and advertising department of the Robbins Dress Company, of the same city. He will continue to act as a contributing editor to *Nugent's Bulletin*.

Corn Products Earnings

President E. T. Bedford, of the Corn Products Refining Company, has issued a statement to stockholders in which he declared that the net income this year would amount to about \$5,000,000, compared to \$3,168,368 last year.

Beginning with the January issue the name of the *Isolated Plant*, published in New York, will be changed to the *Power Plant*.

Danger in Casual Use of a Blanket Trade-mark

MANUFACTURERS who operate under "house flag" or blanket trade-marks will find suggestive the decision of the United States District Court at New York in the case of *Waldes vs. International Manufacturers' Agency, Inc.*, handed down December 8. This case emphasizes very clearly the danger which lies in a casual and interrupted use of a blanket trade-mark.

Waldes & Company have for years used a globe as a blanket trade-mark for their many brands of snap fasteners, and it is registered as a trade-mark both in Austria and the United States. The defendant in the case had also secured registration of a globe for snap fasteners, among other things, and suit was brought to cancel his registration and force him to abandon the mark. The case hinged upon the actual use of the mark by Waldes & Company in this country, evidence of foreign use being excluded.

It happens, however, that the use of the globe in this country has not been thoroughly consistent. On some of the company's brands it has not appeared at all. On Koh-i-noor Fasteners, the largest selling brand, it has appeared only in a form which the court declared to be too small and not sufficiently distinctive. On another brand its form was varied, so as to show only half the globe. In short, it was not easy to show actual priority of use, nor to prove that the company really intended to use the globe as a blanket trade-mark. While Waldes & Company finally won the case by digging up a few invoices which covered sales of fasteners, bearing the globe, and antedating the opposing registration, it shows how a careless use of a mark may work serious injury. The manufacturer who adopts a blanket trade-mark should make its use so continuous and so prominent as to leave no room for doubt as to his intentions.

SOME men have Adding-Machine minds. They think only in numbers.

To them, the 180,982 combined circulation of the Public Ledger—Evening Ledger means just 180,982 people.

Other men—the most successful advertisers, for example—have thinking minds. They realize that people are not “Just People.” Some are buyers. Others are not.

The advertiser who thinks sends his message where it will do him the most good.

In Philadelphia, the Ledger offers this kind of Advertising Insurance.

The Ledger

The Paper That Serves Philadelphia

The slow but steady growth of the MOTHER'S MAGAZINE has been due to a desire to sell it at a profit, independent of advertising patronage, and with a thorough understanding upon the part of the subscriber of the distinct service it renders to her.

Quantity circulation has always been subordinated to quality.

The present editions are the largest in its history; yet the advertising rate is based on only a half million circulation.

Office of the Advertising Director,
39 East 34th Street, New York City

A Square Deal for the Dealer When Goods Are Short

Lotus Shoe Company's Treatment of Situation Created by Leather Famine
—A Plan Which Gives 99 Per Cent Satisfaction

By Thomas Russell

London Correspondent, PRINTERS' INK.

LATELY I read in an American magazine a Regal shoe advertisement which explained a rise in price and ended with the following sentence:

"We advise you to pay \$5 and up—and to get Regal Shoes if you can."

This indicated a leather shortage in the United States. We have one in Great Britain, too, and some account of how a progressive manufacturer is meeting the situation here may interest American readers.

Lotus, Limited, Stafford, England, have one of the most efficient selling organizations known to me. They willingly consented to let me tell PRINTERS' INK facts which I learned about their business in consultation. In order to describe intelligibly their method of dealing with the shortage I must first describe their normal selling plan.

Their line of Lotus Shoes covers footwear for men and women in a grade above the average in price and quality. Their cheaper line, but still well above low-priced grades, is known as Delta. Both are handled in the same way—by the agency system. Lotus and Delta shoes are sold through appointed agents all over the Kingdom, and advertised pretty extensively in the press and sometimes by pamphlets. The jobbing

trade is not supplied. Joseph Wharmby, the sales and advertising manager, justifies this plan by saying that the general habit is for people to buy their shoes at a particular shop. The retailer has great influence. He will take greater pains to sell a branded line if he is protected from competition.

The agency plan allots territory to the retail merchant. But he is expected to cover the ground given him. If a town in the hands of one agent does not seem to be taking its quota, the company will appoint a second agent. Sometimes the Lotus and Delta

Lotus

IF you want a pair of these Lotus cloth-top boots, madam," said the manageress to the old customer. "I advise you to bespeak them at once."

"Then you'll order them from the Lotus factory?"

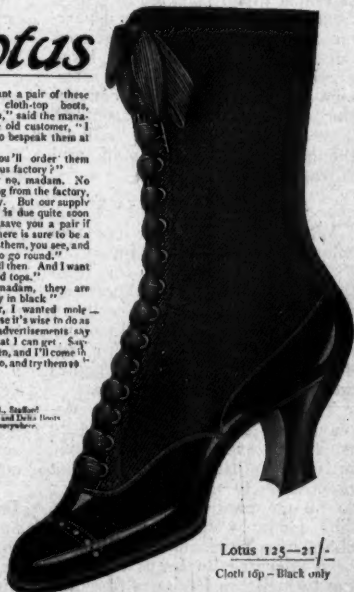
"Oh dear no, madam. No more ordering from the factory, unfortunately. But our supply of the boots is due quite soon and we can save you a pair if you like. There is sure to be a great run on them, you see, and not enough to go round."

"Very well then. And I want mole-coloured tops."

"Sorry, madam, they are supplied only in black."

"Oh dear, I wanted a mole—Still, I suppose it's wise to do as the Lotus advertisements say and take what I can get. Suppose a pair then, and I'll come in a week or so, and try them on."

Lotus Ltd., Stafford
Makers of Lotus and Delta Shoes
Agents everywhere.



Lotus 125—21/-
Cloth top—Black only

THE COMPANY'S ADVERTISING AIMS TO MAKE PATRONS
ACQUAINTED WITH THE NEW POLICY

agencies are in different hands. Elsewhere the men's and the women's trade are divided.

Agents are taken care of by one of the finest selling staffs it has ever been my fortune to meet. Most of them travel in their own motorcars, with a chauffeur to drive it and keep it clean. The salesmen are the intermediary between factory and agents. When differences arise, they will very often fight for the agent against the sales management.

This does not mean that they are not loyal to the company. Their function is to strike a balance that will save the sales department from mistakes in the treatment of agents, and at the same time to keep the agents keyed up to their work. As the salesmen are paid by commission, there is no danger of their being too lenient to a man whose trade is running away.

Great pains are taken to secure the enthusiastic acceptance by the salesmen of any change in policy. Some years ago the sales department decided that second agencies ought to be opened in a large number of towns. All the salesmen were called up for a convention on this, which I attended. Two days were spent in "selling" the new policy to the staff, and it was no light job.

ARMY CREATES SHORTAGE

When the war broke out two things happened. Vast quantities of leather were taken for military use, and all large boot factories ("boot" in this country means any shoe except a low-cut) were given large orders for soldiers' boots. England supplies boots to all the Allied armies.

The result of this military demand was that the Lotus factory could not supply all the agents' orders. In particular it was not practicable to make odd pairs or to fill up missing sizes in a line. The public went to agents for shoes of a particular sort, having been educated by Lotus advertising to insist on having a fit. The advertisements used to say that if an agent hadn't the right thing

in stock he could always get it in twenty-four hours.

But now this policy had to be reversed. Recent advertisements have said something like this:

Those men who wear Lotus and Delta and will soon be wanting new pairs, military or civilian, are recommended to call without delay at the shops where they usually buy their boots.

The shops may still have the particular kinds and sizes required but their stocks are running low and, unfortunately, it will be some weeks before they can obtain any more supplies.

The fact is, that army work, boots for the Allies, has temporarily brought to a standstill the manufacture of men's Lotus and Delta. It is also slowing down the output of women's, though these are still obtainable by shops in limited quantities on fixed dates.

HOW SUPPLIES WERE APPORTIONED

In dealing with the shortage of stock the factory had its choice of two plans. It could advise agents to fill their stocks up and supply the men who were quickest to respond—first come, first served; or share its output among all agents. The first-come-first-served plan would have pleased the largest and most important customers. But it would have weighed hard on the smaller men. The big fellows claimed that they ought to receive the best treatment. Why starve an agent whose regular sale runs into thousands of pairs every year for the benefit of one who only gets through a few hundreds?

In the meantime the demand for the two brands of shoes was brisk. All manufacturers had raised prices and some of them had let down the quality, too. Lotus and Delta had been kept up to grade and the increase had been kept down to a minimum. As a result a woman could buy a pair of Lotus shoes—if the dealer had it in stock—for little, if any, more than a visibly inferior shoe. Thus, with reduced supplies, increased demands were coming in.

The factory decided that the fair thing to do was to help every agent as much as possible. So the sales book was investigated and a quota assigned to every individual agent on the basis of his orders for previous years. Every agent was told just how

FIVE!

“*****If you believe that RESULTS are what count, my opinion is that so far as my own business is concerned, no better evidence could be furnished as to the qualifications of the Ruthrauff & Ryan agency.”

The above is an extract from a letter written by one of our clients to a prospective customer who inquired regarding our service.

RUTHRAUFF & RYAN

Advertising

450 Fourth Avenue, New York

Farm Stock & Home

MINNEAPOLIS, MINN.

is selling its space
43 Per Cent.
 cheaper than it did in 1906.

"Printers' Ink's" investigation, published in issues of November 30th and December 7th, showed that the average decrease in farm paper rates was 14 per cent. since 1906.

In order to prevent a raise in advertising rates on account of rising costs, **Farm Stock & Home** has announced a raise in its subscription price from fifty cents to seventy-five cents a year.

Other publishers in its territory are not only refusing to cooperate with us, for the best interest of the advertisers, by raising their subscription rates, but are actively fighting us in the country on account of the raise. (Proof, with names of publications, on application to interested parties.)

Foremost Farm Paper of the Northwest



REPRESENTATIVES

NEW YORK.....A. H. BILLINGSLEA, No. 1 Madison Ave.
 CHICAGO.....J. C. BILLINGSLEA, 1119 Advertising Bldg.
 ST. LOUIS.....A. D. MCKINNEY, Third Natl. Bank Bldg.
 DETROIT.....J. C. BILLINGSLEA, 1407 Kresge Bldg.

Member of Agricultural Publishers Association
 Member Audit Bureau of Circulations

many pairs he was going to get, and when he would get them. There were clamorous demands at first for extra pairs. But the factory turned a deaf ear to all of them. Consumers often wrote to the factory and sent money. The rule about this has always been, in peace time, that the factory executed the order and sent the retail profit to the agent from whose ground it came. But during the shortage this plan has been dropped. The factory sends the money back and explains that the local agent will do his best if asked, but the factory can do no better.

At first sight it looked rather arbitrary to turn down an order from someone who cared about this particular brand of shoes so greatly as to take the trouble to write a letter and send cash in advance. But Mr. Wharmby said (in reply to a statement of this view): "It would not be fair. Our customers are our agents. We won't send them an odd pair, however badly they need it. We cannot do for the public what we refuse to our agents."

ALL DEALERS TREATED ALIKE

Dates were fixed, up to which agents were permitted to order their quota. The factory asked for options—for alternative orders, that is—enabling agents to obtain a supply of one line if they could not obtain another. They were advised to order their full quota, even though they might not need them at once. But they could not carry over any unclaimed share. The agent who did not order by the specified date all the goods to which he was entitled forfeited his share. Agents who asked for anything in advance were sternly refused. The only way to supply odd pairs in advance would be to rob another agent of his share. Everyone must have a square deal. Even the sorest hard-luck story did not meet with success. The biggest agent and the smallest were all on an equal footing—*proportionately to their regular trade.*

At first this caused much grum-

bling. But this was because the system had not been fully understood. The salesmen busily explained it, helped agents with plans for placating customers, advised on the likeliest lines to order. They took the dealer's point of view and saw with his eyes. If he could not fit a Lotus or a Delta to the size and style required, they recommended the agent to sell something else. The advertisements took an equally broad view. One of them said, in part:

Boots and shoes of all makes are scarce, so scarce that about five women are waiting for every four pairs that can be made; anyway, every pair of Lotus and Delta is sold weeks before it is made, sold to our agents who are all the time clamouring for more and more.

In your district, our agents are Messrs. —, and they will, we are sure, do their very best for you. However, we would recommend you to take straightaway any Lotus or Delta in their shop that fit you comfortably, for it is not safe to wait.

The result has been that though every high-grade retailer is in difficulties with his customers, and all are having to do without goods which they could sell at a good profit, Lotus agents have conceded that the factory has given them a fair treatment and not one per cent can be called dissatisfied.

The Lotus copy has always had a very distinctive character—quite unlike any other shoe advertising. It has a chatty, narrative character which is very effective.

Joins Newark Poster Advertising Co.

Alfred Justin McConker, formerly on the advertising staffs of New York, Denver, Boston and Newark papers, and also associated with the Hearst enterprises, has been added to the staff of the Newark Poster Advertising Co. and Newark Sign Co., in the capacity of manager of the company's promotion department.

Lewis Elected President of American Cotton Oil

J. D. Lewis, vice-president of the N. K. Fairbank Company, of Chicago, has been elected president of the American Cotton Oil Company. He succeeds R. F. Munro, who retains his membership on the directorate. The N. K. Fairbank Company is a subsidiary of the American Cotton Oil Company.

What Eight Big Stores Paid for Advertising

Report of the Associated Dry Goods Corporation Presents Some Figures of Interest to Business Men

A FAVORITE topic of discussion among advertisers is "How Much Money Should a Firm Invest in Advertising?" It is a subject upon which there is a wide diversity of opinion, but which is always interesting and instructive. Reliable information bearing upon it is not always available. Many concerns do not care to make public the amount they invest in advertising for fear that their competitors may take

years were given. As these stores are representative in their several cities of location, their reports are worthy of serious consideration by business men.

Mac Martin, the advertising agent, of Milwaukee, has prepared the following summary of the report, covering the first six months of 1916, to which is added a comparison of the relation of profits to sales, advertising to sales and advertising to profits:

	Sales	Gross Profits	Relation of Profits to Sales	Adv.	Relation of Adv. to Sales	Relation of Adv. to Profits
McCreery & Co., New York City..	\$4,546,550	\$1,481,909	32.59%	\$171,169	3.76%	11.55%
Lord & Taylor, New York City..	4,302,617	1,545,448	35.91%	149,891	3.48%	9.69%
Hahne & Co., Newark, N. J...	2,347,152	735,948	31.31%	131,711	5.60%	17.89%
Powers Merc. Co., Minn., Minn.	2,136,771	560,188	26.21%	78,855	3.69%	14.07%
Adam, J. N., & Co., Buffalo, N. Y..	1,942,284	583,749	30.05%	94,223	4.85%	16.14%
Hengerer Co., Buffalo, N. Y..	1,744,900	562,283	32.22%	67,669	3.87%	12.03%
Stewart & Co., Baltimore, Md.,	1,335,019	354,086	26.52%	74,645	5.59%	21.08%
Stewart D. G. Co., Louisville, Ky..	972,725	281,580	28.94%	58,720	6.03%	20.85%
	\$19,328,018	\$6,105,191	31.58%	\$826,883	4.27%	13.54%

advantage of the information to their detriment. Others frankly give the figures or the percentages on gross business to any persons who may ask for them.

It is from the annual or semi-annual reports of the larger department-store corporations that data of these kinds may frequently, although not always, be obtained. Recently the Associated Dry Goods Corporation, which is the holding company for what was formerly known as the Claffin interests—namely, the United Dry Goods Company and the Associated Merchants' Company—made application to the Stock Exchange to have its securities listed by that body. In the statement of its financial condition accompanying the application figures showing the receipts, expenditures and profits of the stores during the last five

From the above summary certain interesting deductions may be made. It shows that even in department stores doing an annual business of more than \$1,000,000 and less than \$10,000,000 more than three per cent of the gross sales is required for advertising. The lowest percentage of gross sales invested in advertising in this group of stores is 3½ per cent and the highest is over 6 per cent, the average being over 4½ per cent. It is also to be noted that the smaller the business the greater the proportion of gross sales required for advertising.

Bond House Advertised Nationally

Hambleton & Company, a bond house with offices in New York and Baltimore, are advertising in a list of national magazines.



"We are proud to be affiliated with such an organization as the Campbell-Ewald Company. One of the best features of the C.-E. co-operation is their 'business vision'—their ideas show careful thought and study of our problems. We accept their judgment of advertising media and copy because we have found it sound."

The Federal Motor Truck Co.

*M. L. Pulcher,
Vice-Pres. and Gen'l Mgr.*

CAMPBELL-EWALD COMPANY

F. J. Campbell, Pres. E. St. Elmo Lewis, Vice-Pres.
H. T. Ewald, Secy.

Advertisers' Agency
DETROIT, MICHIGAN

The "Emulative Attitude of Mind" makes
ADEQUATE CIRCULATION produce
Adequate MENTAL IMPRESSIONS

IF you bought circulation in the United States as large in proportion to population as Strauss Theatre Program circulation in Greater New York, you would buy 136,500,000 circulation every nine months—an adequate circulation for any quality product.

But more essential than the number of people who are reached by your medium, is the number of people who are being *impressed* by your copy.

And through Strauss Theatre Programs not only do you have a concentrated *adequacy of circulation*—your public when in theatre, owing to the quality atmosphere and the presence of influential people around them, are in an attitude of mind that insures that this adequacy of circulation will result in adequate mental impressions.

Strauss Theatre Programs

A Magazine Medium
for Greater New York

N. B.—Frank V. Strauss & Co. publish the
programs for all the principal theatres
in New York.

Revising the Advertising Angle to Remedy Unforeseen Defects

Mint Products Company Puts Soft Pedal on Trade-Mark Name That Seemed to Invite Competition

By Henry A. Beers, Jr.

THE prime motive for the debut of many an advertiser is to make advertising a corrective for unforeseen and threatening trade developments—"to sell more goods," yes—but equally to conserve present sales as well.

These developments may have had an origin so slight as to have been totally ignored or overlooked at the start, but with progress have assumed a cancerous or chronic power for harm. Very often it may be because the concern has lost important patent suits and aims to preserve at least the market developed up to this juncture. Or it may, again, simply prove the case that at some early stage a little necessary precaution as to future exigencies has been overlooked, although of apparently slight import at the beginning. The choice of a name, for example, seemingly happy and catchy, but of a possibly doubtful protective value, may be allowed to gain in popularity until suddenly it threatens to become arrested by the very force of its own momentum.

This is about the problem that the Mint Products Co., Inc., of New York City, has had to face ever since it became apparent that its now famous Pep-O-Mint Life-Savers had "caught on." In this more or less brief period no less than thirty-seven out-and-out imitations have made their appearance. Some of the most boldly flagrant

of these are already subjects of litigation with this company.

The principals in this company are Edward J. Noble and J. Roy Allen, both of whom had been advertising men prior to starting out for themselves in the business of making and selling candy. In December of 1913 they bought for \$2,900 the rights to the words "life-savers" in connection with a circular hard-mint candy with a hole in the middle, somewhat in the shape of a marine life-preserver. This mint had been at the time on the market for about three years under the name of Crane's Life-Savers.

Their first move was to obtain a patent on the shape—they virtually patented a hole.

Their next step was to evolve a new name for the mints and a more improved method of packing

5¢ CLOVE LIFE SAVERS

LIFE SAVERS

The Candy Mints on Everybody's Tongue

These new mints are giving delight to millions and they're sure to please you.

You've never tasted mints so good before.

That's because we make them of the best ingredients money can buy. We cannot make them better.

Your dealer has them displayed on his counter. Get your favor.

Pep-O-Mint
Clove
Wint-O-Green

5¢ PEP-O-MINT LIFE SAVERS

LIFE SAVERS

The Eye Remembers the Shape, the Tongue the Taste

Remember the shape of LIFE SAVERS, for it makes identification sure.

The hole is perfected. There's nothing in the hole but, oh, what a lot around it!

A mint buys a cell wrapped in tin-foil—dissipates all the heat LIFE SAVES to eat.

The Mint Products Co. New York

5¢ WINT-O-GREEN LIFE SAVERS

them for sale. In the first place, they hit upon the word "Pep-O-Mint" to be used in conjunction with the acquired name, "Life-Savers"—a word that at first sight might seem to be extremely happy. First, it advertises the flavor; next, the middle syllable is pictured by the actual delineation of one of the candies, with the words "Life-Savers" lettered on it—while the first syllable may be said to have some degree of punch. The retention of the "O" syllable feature has worked out when other flavors, in the same style, were added subsequently to the original.

We have remarked that the "Pep-O-Mint" name, considered in this light, would appear valuable as an advertisement. But that the manufacturers at this early and important juncture in their business were laying a bee-line for a hornet's nest of imitation in the choice of their name will quickly appear.

The name decided, their choice of a package was the next most important move. Crane's Life-Savers had been sold in a circular cardboard tube with caps at the end and a colored label depicting a yellow, be-slickered mariner heaving a life-saver at the end of a rope to a young lady in distress in the water. This package had two cardinal points of disadvantage. In the first place, the separate candies had to be shaken out of the tube, and the chances were that more would spill out than the consumer might want at once. In the second place, there was the more dangerous likelihood of the goods going rancid on the jobbers' or dealers' shelves under the limited protection of the cardboard tube.

The new proprietors decided to wrap the mints in pure tinfoil, the foil wrapper acting to some extent as a preservative.

Jobbers all over the country were stocked heavily with the old product, much of which had gone rancid before it could be moved. To sell these jobbers new bills of what they considered the same article in a new dress is a job the reader can imagine for himself.

To replace the old with the new would have been practically prohibitive from a financial standpoint. The new owners started out to sell the New York market first. It was discouragingly up-hill work for the first year. In fact, at the end of the year Mr. Noble was quite ready to dispose of his interest in the company for \$25,000. That was in January, 1915.

In trying to overcome the jobbers' objections, the two men would pick out a store in a good, well-travelled locality and get the right to hold a demonstration, in consideration of selling a certain amount of goods for the retailer. The demonstrators would pass out samples of the candy in glassine paper bags. These sampling campaigns were usually preceded by one of the company's advertising automobiles to attract attention. On a stock chassis they mounted a huge replica of the Pep-O-Mint package, with openings in the O's for the driver's and salesman's heads. This auto would travel from store to store, and wherever it stopped rarely failed to draw a crowd. This naturally excited the dealer's curiosity, too. From the car the salesman would distribute samples to the assembly, before approaching the retailer. So effective did the company find this auto that it now has nine of them which it is using in developing new territory, in the same way as just outlined.

It was after January of 1915 that the tide began to turn from ebb to flood in the company's affairs.

IMITATION BEGINS

When 1916 opened, a new problem faced the company. The word was getting 'round in the trade that the "mints with a hole" were making a go of it. About this time the imitator began to make his appearance. "A new imitation a week," says Mr. Noble, was appearing on the market. The company was not at first much concerned over this sort of competition. Since it had been marketing its products, it had seen many a mint go down, or crop up

Nugent's Bulletin

*The National Weekly
for
the Retailer of Ready-to-Wear*



The price of single
advertising pages in

NUGENT'S BULLETIN

is
\$75.00

Lower rates may be ob-
tained only through con-
tract arrangements.

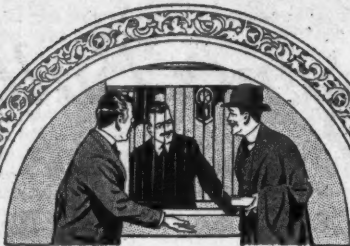
*Write for our inter-
esting rate card and
other particulars.*

THE ALLEN-NUGENT CO.

**1182 Broadway
NEW YORK**

**Boston Chicago
Philadelphia
London Paris**

"Nugent's Bulletin Means Women's Garments"



Selling Banking Service and Investments

Merchandising the services of a bank or a trust company is different, but not difficult—if an agency is equipped with knowledge of its subject. The program is one of convincing the prospect of the capability of the institution, its facilities, its soundness and its spirit in serving the interests of its customers.

Creating sales for a bond house or a brokerage concern is a matter of knowing the bond business from the investor's point of view. Buying bonds is not an every-day event. Each sale represents the investment of funds which usually have been accumulated by men of unusual earning capacity. For this reason, the advertising must be created by men who know how to interest this high type of buyer.

Besides serving a goodly number of manufacturing concerns advertisingly, we are successfully co-operating with such representative New York financial institutions as

W. S. Barstow & Co., Inc.
P. W. Brooks & Co.
Dawson & Lyon
Colgate, Parker & Co.

Brooklyn Savings Bank
E. F. Coombs & Co.
Franklin Trust Co.
Fletcher, Sillicocks & Leaby

McLAIN-HADDEN-SIMPERS-CO

Advertising

210 W. Washington Square
Philadelphia

No. 220 Broadway
New York



only to disappear again; some of these products fairly well known, too.

The company did not pay much attention at first to this mushroom competition except so far, as has been remarked, as the imitation was so flagrant as to call for a lawsuit. As the number of individual imitations began to multiply, however, the case began to take on a more serious aspect.

Moreover, the price variation was causing trouble. Life-Savers

quality and price, or of cutting down on quality to meet competing prices.

This latter course the company was unwilling to follow. In the first place, such a move, it figured, would imperil one of the most significant factors on which its sales policies are based, a point that it feels has been vital to its growth in popularity. This is, that the mint with its brothers is virtually in competition with the chewing-gum market. In pushing these candy products the company

A DOUBLE-PAGE SPREAD IN COLORS

sell to the jobbers at 45 cents a box of eighteen packages. Competitors were offering mints at anywhere from 30 to 25 cents a box of twenty packages. The trade, with as yet no particular consumer pressure, was not always ready to see why it should pay the differential for Life-Savers when for less money it got more goods. The public as yet had not been taught to discriminate between one mint and another. And in this the company scented a great danger to the market as a whole.

All the factors entering into the making and packaging of Life-Savers have advanced in cost. Nevertheless, it became a matter of maintaining the standard of

is really aiming to establish a "mint habit," and in establishing such a habit it hopes to draw converts, if you will, from the ranks of chewing-gum users.

The old-fashioned prejudice against chewing-gum, it figures, is still present to some extent. There is still some uncertainty, in talking with a man, as to whether he may not be offended in some degree should you offer him a stick of gum. This, the company feels, is not the case with a bit of hard candy, and it is along these lines that it is to direct a big part of its sales appeal.

If the mint is to continue on its way to popular approval, however, the company knew that it must be kept up to scratch

in-quality. Sell a rancid mint to a first-time purchaser and you've nailed down the lid on that prospect forever. Multiply these chances and consider what chance the mint would have to arrive permanently.

For these reasons, among others, the company decided early this year to take up advertising on a larger scale in cars and national periodicals. It was forced to do so in self-defense. It felt that it could not afford to take a chance in a temporary slackening of mate-

rule, they don't last long. But they're bobbing up all the time; now it's a new one about every week. But at their prices they cannot be made of materials that will keep fresh for any necessary length of time before being sold, and in that they present a real danger. Moreover, there has been no real consumer pressure on the dealer for 'Life-Savers' to speak of, and a dealer stocked with a line of rancid mints that won't sell means a dead prospect for any other mint. We are trying to

rial standards, if it hoped to survive.

"We are advertising to increase the volume of sales, of course," said Mr. Noble. "You can appreciate the possibilities for volume in a product such as ours. But we are advertising, also, to maintain our prestige, and to insure our market for the return of normal times when materials won't cost so much. Otherwise, we could not afford to do it."

"Just now one of our problems is market protection. There is on the market now just one other mint that we are proud and glad to have as a competitor, because we know that it is made to a standard as high as ours. Good mints make more mint-eaters. But since we have started in business at least thirty-seven other mints have made their appearance." He showed a desk-draw-erful of these exhibits. "As a

make it so that a trial purchase of mints will mean a package of 'Life-Savers.' The habit once started, we're confident enough for the future. But you can appreciate that a flood of poor or stale goods on the market presents an actual danger."

It will be noticed that Mr. Noble speaks of his candies as "Life-Savers"—not as "Pep-O-Mints." And for a year the company has been emphasizing the words "Life-Savers," with the soft pedal on the other.

"Anybody can go into a store and ask for 'Pep-O-Mints,'" he explained, "and the dealer can make a perfectly honest mistake in giving him a peppermint substitute—but, he can't make a mistake in substituting for 'Life-Savers.'"

This is important, inasmuch as the legal aspects of the company's litigation may revolve on the



ONE of the most curious aspects of the many differing ideas regarding advertising is the queer conception that only those campaigns which involve great expenditures of money are greatly successful.

Scores of advertisers with individual appropriations of only a few thousand dollars are regularly gaining tremendously effective results from the use of the McGraw Publications.

Such achievements are indeed so common that they secure only a passing interest except by those who are directly interested.

For example, one advertiser in *Electrical World* in addition to a long series of directly traceable sales results is put in touch with a demand from one buyer who is in the market for Nine Hundred Thousand Dollars' worth of the kind of product this advertiser makes.

Pages of this publication could be readily filled with instances of like character all duly attested by the experiences of advertisers in all of the McGraw Publications.

Certainly there is no *more* effective advertising medium than the *efficient* business paper *properly* used.

McGraw Publishing Co., Inc.

239 West 39th Street, New York

Electrical World

Electrical Merchandising

Metallurgical and Chemical Engineering

Engineering Record

Electric Railway Journal

Members Audit Bureau of Circulations



THE power of **EXTENSION MAGAZINE** extends beyond its high prestige with actual subscribers.

For, **EXTENSION MAGAZINE** is the official mouthpiece of a cause in which the 16,564,109 Roman Catholics in the United States are basically interested.

This means a double opportunity for the advertiser

- an opportunity to secure a first-hand favorable introduction to **EXTENSION MAGAZINE'S** subscribers through the medium of this their favored publication; and
- an opportunity to obtain a solid, permanent foothold in the prosperous, profitable new field of sales development which **EXTENSION MAGAZINE** is creating.

In one year, the readers of **EXTENSION MAGAZINE** contributed \$334,000 to the charities which Extension Society espouses; readers who are responsive to charity appeals in such a big way are responsive to advertising appeals rightly put.

Special Co-Operation Plan Is Now Perfected

Certain advertisers who use **EXTENSION MAGAZINE** during the first six months of 1917 will be given an extraordinary opportunity to place their selling story directly before the buying heads of the most prosperous and progressive Catholic Institutions in the United States; these institutions spend more than \$1,000,000 a month for supplies. Write at once and let us explain how you may participate.

Extension Magazine

"More than 170,000 subscribers a month, the cream of America's Roman Catholics"

F. W. HARVEY, JR.
General Manager

LEE & WILLIAMSON
Eastern Representatives

JAMES K. BOYD
Advertising Manager

GENERAL OFFICES: 223 Jackson Boulevard, CHICAGO, ILLINOIS

Eastern Advertising Offices: Flatiron Bldg., New York City, N. Y.

MEMBER AUDIT BUREAU OF CIRCULATIONS

question of whether the word "Pep-O-Mint" and its similarly spelled brethren are protectable in the eyes of the law, which matters will doubtless be threshed out in the courts. This, in the eyes of a prominent trade-mark authority, has been undoubtedly one of the biggest factors in the increased imitation of this company's candies.

"It seems to me," said this lawyer, who incidentally has no part in the litigation for either side, "that the word 'Pep-O-Mint' is not a good technical trade-mark, as applied to candy lozenges, because it is a mere misspelling of peppermint, which, of course, is descriptive. Misspelling a descriptive word does not help it any. In a comparatively recent case, where 'Ruberoid' roofing was involved, it was contended in the Supreme Court that this name was a good trade-mark because, while there is such a word as 'rubberoid,' meaning similar to rubber, there is not anything like 'Ruberoid.' This contention was disposed of by the Supreme Court as follows:

"The word, therefore, is descriptive, not indicative of the origin or the ownership of the goods, and, being of that quality, we cannot admit that it loses such quality and becomes arbitrary by being misspelled. Bad orthography has not yet become so rare or so easily detected as to make a word the arbitrary sign of something else than its conventional meaning, as different, to bring the example to the present case, as the character of an article is from its origin or ownership."

"The name not being a good trade-mark," continued this lawyer, "it does not seem to me susceptible of proof that it has acquired what is known as secondary meaning, that is, conceding its descriptiveness, by use it has become so associated with a particular trader's goods as to indicate their source rather than their kind. It seems to me an impossibility to prove any secondary meaning of such a word as peppermint. It is inconceivable that a man who goes to a store and

asks for peppermint lozenges expects to get any particular make, and to prove secondary meaning it would have to be shown that he did expect to get a particular make.

"Probably what the Pep-O-Mint company will be forced to do eventually is to discontinue the use of the unprotectable names which they have adopted and call all the products which they make 'Life-Savers,' which probably is protectable, and subordinate the flavor names used and use them as pure descriptions, as, in fact, they are."

At any rate the company is investing \$25,000 a year in street-cars, and last May it started a \$60,000 campaign in a list of national weeklies, including several of the Sunday magazines. Cards are running in New York City, Chicago, St. Louis, Cincinnati, Newark, Baltimore, Boston and Brooklyn.

The periodical campaign started with a full page in one of the weeklies for May 27, and has continued ever since in full pages or double-page spreads, all in colors. During the summer it also sent out an elaborate cut-out which dealers paste flat up against their show windows. This received good display in New York City.

Its advertising in magazines continued through the fall and a special campaign has been extended in one publication up to and through February, 1917. Its start in May reveals another angle of the company's merchandising. Summer is the hey-day of the hard candy, the time when soft candies come out of the windows because of the liability of their spoiling; thus a good time to impress on the dealers a good hard candy.

WHAT ADVERTISING HAS HELPED ACCOMPLISH

Since this campaign started, according to Mr. Noble, the company's sales have doubled. It has moved from its original factory in West Twentieth street, Manhattan, to greatly increased manufacturing quarters in Long Island City.

Next year it plans to use \$150,000 in advertising—advertising “Life-Savers.”

In this connection, Mr. Noble tells an anecdote, re the actual pulling strength of car-cards.

“Our car advertising,” he said, “we regard generally as pure publicity from which we can trace no definite results. A funny thing happened up in Boston, however. We have had to discontinue making our Malt-O-Milk and Lic-O-Rice temporarily because we’re having all we can do to put out the other four flavors. So we passed around the word to our agents not to take orders on these two. Nevertheless, we found that orders were coming in continually from Boston for them. We couldn’t imagine at first why this was. Finally we discovered that our car-card schedule in that city was running its course, and that we had neglected to stop the posting of one of the series showing the six flavors. That was the only explanation for the source of these orders for the suspended items.”

Within a month or two the company also expects to start a newspaper campaign which will gradually be extended to include all the big cities of the East. Boston, Philadelphia or Pittsburgh will probably be the first cities entered. This copy will consist of half pages and quarter pages as starters, with gradually smaller space and car-cards to keep the message fresh. The sampling crews and automobiles will be used in conjunction with these campaigns.

The company is making a mint of a quality inferior to “Life-Savers,” which it calls “Aut-O-Mint.” This line has no set price, but is for the use of salesmen whenever they run up against a stone-wall in the shape of jobbers and retailers of a territory who can’t see the 45-cent price for “Life-Savers.” Salesmen can even sell these cheaper goods at cost, if necessary.

It is not the company’s aim to use this secondary brand as a compromise selling proposition, however. Its real purpose is to

demonstrate to a balky trade that, put a cheap brand side by side with Life-Savers, and the latter will draw the public’s nickels almost every time. It is the company’s experience that when a cheaper mint is thrown into a territory, the sales to the trade on Life-Savers automatically drop for a period of from thirty days to two months in that neighborhood. It is in such cases that its Aut-O-Mint plays a strategic part.

In a certain New England city, for example, the company’s agent complained recently of this sort of competition. The company straightway shipped him several hundred boxes of its cheaper brand. They did not sell, however, and according to the terms of the deal arrangement, came back on the agent. With this as a wedge he was able to convince the retailers that the advertising for Life-Savers was convincing the public that the same nickel that buys an inferior mint will buy Life-Savers as well. On this basis the company was able to get distribution for the higher-priced article.

The story of this business spells one outstanding moral: the more you advertise a product by a name with even a bare possibility that it is not susceptible of exclusive appropriation, the easier you are making it for competitors to get distribution at lower costs and at your expense. In other words, you may be paying for the privilege of digging your own commercial grave.

“The only way to stop imitation,” remarked the lawyer previously quoted, “is not to make it pleasant and profitable for the imitator, but exactly the reverse. Increased sales of the imitation and less expense in distribution, by reason of the increased advertisement of the thing imitated, is not only an invitation to imitate, but a license to continue it.”

In this case the multiplication of imitators served warning on the manufacturers to cure matters at the source of a possible false merchandising tangent. And advertising comprises a most important ingredient in the cure.

Postmaster-General Recommends Increasing of Second-Class Rate

Rate of One and One-Third Cents a Pound Urged—Congress Considering the Zone Plan

THE Postmaster-General, early this month, came out strong in a recommendation to Congress for an increase in the rates of postage on second-class matter. Then he partially "caved" by sending a letter to the Post-Office Committee hinting that perhaps, after all, this is not the proper time to put an added burden on publishers. And because the Postmaster-General's recommendation proposes to put the whole burden of the increase on advertising it follows that this revival of the perennial second-class postage issue is to advertisers the most interesting proposal in the annual reports just submitted to Congress by the various officials of the Post-Office Department.

Why advertisers should be made to "pay," if Congress does not prefer some other solution of the second-class postage question, is outlined by Mr. Burleson as follows: "Despite the material increase in the cost of print paper, mailings of newspapers and periodicals as second-class matter at the cent-a-pound rate and free of postage in the county of publication showed no sign of diminution during the fiscal year 1916. On the contrary, such mailings were greater than ever before, aggregating 1,202,470,676 pounds, an increase of 93,184,891 pounds or 8.4 per cent, over those of the fiscal year 1915, the postage derived from such mailings amounting to \$11,383,530.02. As pointed out in previous reports the cost of handling and transporting second-class matter is several times the revenue received therefrom, and as the volume of such matter is constantly increasing, the necessity of taking some step to readjust the rates thereon becomes more and more apparent.

"Now that Congress has provided a solution for the railway

mail pay problem, if even a moderate step should be taken toward requiring those using the second-class mail privilege to pay a fair part of the cost of that service, it would then be possible to revise the rates on first-class mail and provide for penny drop-letter postage at all post-offices, *and it is earnestly recommended that this be done.*

"In my last annual report reference was made to the report of the commission created in 1911 under a joint resolution of Congress to investigate the subject, which, after finding the cost of handling and transporting second-class matter to be several times the revenue therefrom, recommended that the postage rate thereon be increased from 1 cent a pound to 2 cents a pound, and attention was called to a further recommendation on the subject made by the department in January, 1914, in a letter addressed to the joint committee of Congress before which the question of proper rates of postage on second-class matter was then pending. In this letter it was recommended as the initial step in the direction of a readjustment of the postage rates on second-class matter on the basis of the cost of handling and transporting it that the rate on publications issued less frequently than weekly and on weekly publications other than newspapers, be increased from 1 cent a pound to 2 cents a pound, leaving for future determination an additional increase if same should be found necessary or desirable.

NEW MEASURES SUGGESTED

"As an alternative to this plan it is recommended that a flat rate of $1\frac{1}{3}$ cents a pound on all second-class mail matter subject to the one-cent-a-pound rate be

considered, if such plan be regarded as more just and equitable. If neither one of these changes be adopted, and it is thought that there should be a distinction between advertising and other matter carried in any of such publications, it is then recommended that the rate of postage on publications entered as second-class matter issued less frequently than weekly, and on weekly publications other than newspapers, shall be 1 cent a pound or fraction thereof, except for such part of the publication as is composed of sheets devoted in whole or in part to advertising matter, the rates of postage upon which shall be the same as the rates which are applicable to third and fourth-class matter, respectively, for the matter as it would be classified under those classes.

"This would not change the rate on newspapers, and would continue the 1-cent-a-pound rate on all matter other than advertising contained in other periodicals, but would apply higher rates to advertising matter carried in periodicals other than newspapers. Such higher rates would conform to the rates on third-class matter where applicable and to the zone rates applicable to fourth-class matter in other cases.

"Such a plan makes a distinction between newspapers issued as frequently as once a week and other publications, which distinction appears to be in accord with the initial act of 1792, and, although assimilating the advertising matter contained in other periodicals with its character under other classifications of third and fourth class matter, it nevertheless would continue the low rate on all subject matter other than advertising in such periodicals, in accordance with the policy expressed in the later enactments of Congress. As pointed out in the last three reports, until some such action shall be taken to properly readjust rates on second-class matter no serious consideration can be given to plans for revising and reducing rates on first-class mail.

"The amount of advertising and rate of compensation therefor which a publication can obtain depends primarily upon the extent of its circulation, and by reason of this all sorts of ways and means are used to get subscriptions. Some of these methods are not subject to criticism; others constitute a flagrant abuse of the second-class mail privilege. A few of the latter, such as the use of premiums or other extraneous inducements and the practice of allowing agents to retain the entire amount paid by the subscribers, were discussed in some detail in my last report. As a result of such methods the circulation of many publications is inflated to an unreasonable extent and out of all proportion to a circulation in response to a genuine public demand based on their merits. During the past year these abuses have been made the subject of careful inquiry, with a view to taking such corrective action as may be necessary to prevent them."

POSTMASTER-GENERAL SUGGESTS LENIENCY.

This week the Postmaster-General forwarded to Congressman John A. Moon, chairman of the Committee on Post-offices and Post Roads a letter in which he said: "Since writing my annual report there has appeared before me a committee representing the Agricultural Publishers' Association, also other representatives of periodicals and magazines, all of which earnestly urged that no steps be taken at this time to increase the rates of postage on second-class matter. These representatives claim that the war and other unusual conditions have recently caused an abnormal increase in the price of paper, and such increases coming as they did after the contracts had been entered into for the advertising matter, seriously threatened the financial stability of these periodicals and publications.

"Because of these facts, which were not available at the time my

(Continued on page 73)



PROF. CHARLES WM. BURKETT
Editor *American Agriculturist*

IN *American Agriculturist*, issue of April, 1859, Mr. Orange Judd, its editor, printed this:

"The *American Agriculturist* takes a bold stand against all humbug.

"It does not print doubtful articles for pay, or to please advertisers.

"It does not even admit into its advertising columns patent medicines, nor patented or unpatented spurious articles of any kind, when known or believed to be such.

"Mr. Horace Greeley well remarked in the *N. Y. Tribune of American Agriculturist*, that 'Mr. Orange Judd, its editor, was nervously anxious not to be humbugged himself, or let anybody else be if he could help it.'"

We believe the first censorship on advertising was started by Orange Judd and the above are our reasons for so believing.

Note our guarantee:

We positively guarantee that each advertiser in this issue of *Orange Judd American Agriculturist* is reliable. We agree to refund to any subscriber the purchase price of any article advertised herein if found not to be as advertised. To take advantage of this guarantee, our subscribers **MUST** always state in talking with or writing to any of our advertisers: "I saw your adv. in the old reliable *Orange Judd American Agriculturist*." We are not responsible for claims against individuals or firms adjudicated bankrupt, or whose estates are in receiver's hands, or against whom bankruptcy or receivership proceedings are pending.

This guarantee forms a bond of confidence linking subscriber, advertiser and publisher together in a manner that works to the advantage of all concerned, and I feel that in referring to this guarantee I am covering a most important point that not only is of interest but of vital importance to every advertiser.

This is one of the factors that has made *American Agriculturist* so highly appreciated and such a feature in 125,000 farm families in New York and nearby States.

Charles W. Burkett

Editor, *American Agriculturist*.

ORANGE JUDD COMPANY

315 Fourth Avenue, New York City



F. X. Leyendecker in his studio

There

is many an advertiser today who has been longing for some masterpiece from the easels of the men who are undisputed leaders in the world of the

pen and brush, which he could claim as his truly-own. But he usually finds the very man he most wants inaccessible or unavailable for any of several reasons.

But the advertiser has hesitated to make overtures to the artist, and from the artist's standpoint the idea of actually seeking advertising commissions has seemed the last suitable thing, more often than not. The Ethridge Association of Artists is the outcome, now offered to the advertising world in tangible, practical working order—something which before this had been considered impossible.

It is a high compliment to the twenty-five leading artists who are already members of this Association that they have been invited to join it. On the other hand, it is a distinct endorsement of The Ethridge Company, that these same artists should care to have their widening relations with the industrial world handled by it.

You are now able to obtain through The Ethridge Company the services of the following unquestioned leaders in the field of illustration in America today:

Hansen Booth	John N. Howitt
Arthur William Brown	Henry Hutt
Harry Grant Dart	A. I. Keller
A. T. Farrell	W. B. King
Thomas Fogarty	F. X. Leyendecker
Edmund Frederick	J. N. Marchand
C. Allan Gilbert	Ray Morgan
Howard Giles	Stockton Mulford
W. D. Goldbeck	E. V. Nadherny
Will Grefe	Harry Townsend
Jay Hambidge	Adolph Treidler
Hermann Heyer	Clarence Underwood
T. K. Hanna	William Van Dresser

C. D. Williams

NEW YORK OFFICE
23 East 26th St.

CHICAGO OFFICE
220 So. State St.

DETROIT OFFICE
809 Kreuze Bldg.

The ETHRIDGE
of



ASSOCIATION
ARTISTS

Why has Harper's Magazine a larger net paid circulation and why does it carry more advertising than any other magazine of its class?

\$200 for the Best Answer A Prize Offer Open to All

On the threshold of their Centennial Celebration Harper & Brothers (established in 1817), the publishers of Harper's Magazine, offer these three cash prizes: (1) \$200; (2) \$100; (3) \$50 for the first, second and third best answers to the above question. The conditions of the contest are:

1. The answer—with a title to be furnished by the contestant—

must be not less than fifty words or more than one hundred words in length.

2. The answers will be judged from the standpoints of interest-
ingness, soundness of reasoning
and originality of expression.

All answers should be clearly written (or typewritten) on one side of a sheet of paper with contestant's full name and address at top and sent to

PRIZE COMPETITION
HARPER'S MAGAZINE
FRANKLIN SQUARE, N. Y.

The Contest Will Close at Noon on
January 2, 1917

Within one month from the above date a check for \$200.00 will be sent to the winner of the first prize; a check for \$100.00 to the winner of the second prize; a check for \$50.00 to the winner of the third prize.

report was written, I feel constrained to write you this letter and state that while I still adhere to the recommendations on this subject contained in my annual reports I feel that most serious consideration should be given to the representations of these publishers. If conditions are as stated by them it might be well to consider whether the increase in rates of postage on second-class matter should be made at this time."

However, for all the Postmaster-General's intentions it appears that the Post-Office Committee of the House (where the Post-Office appropriation bill originates) is not disposed to take him at his word on either matter,—that is as to placing the second-class burden on advertising or as to holding the whole matter of a second-class increase in abeyance. The Post-Office Bill, the preliminary draft of which was completed on Saturday afternoon, December 9, provides for one-cent postage, as advocated by the Postmaster-General, for local or drop letters, but instead of the Burleson scheme for making the advertising sections of periodicals pay a higher postage rate, the committee has adopted an expedient that has had many advocates in Congressional circles,—namely the placing of all newspapers, magazines and other periodicals on a zone basis, similar in scope to the zone system of the Parcel Post.

HOW CONGRESSIONAL PLAN WOULD WORK

The old rate of 1 cent a pound will obtain for all newspapers, magazines and other periodicals when mailed by the publisher to destinations within a radius of 300 miles of the mailing point—that is in the local, first, second and third zones, as they are known under the Parcel Post system. Free-in-county circulation will also continue as at present.

For the fourth zone, 300 to 600 miles, the second-class mail rate will be 2 cents per pound. The fifth zone, 600 to 1,000 miles, will call for a rate of 3 cents per

pound. The sixth zone, 1,000 to 1,400 miles, will require a rate of 4 cents per pound on all publications issued periodically. A rate of 5 cents per pound will obtain on periodical transportation to the seventh zone,—points 1,400 to 1,800 miles from the office of publication or point of mailing. And 6 cents per pound will be exacted on all second-class mail for the eighth zone,—points distant 1,800 miles and over. The Postmaster-General is given authority, under the bill, to compel publishers to sort their mail, according to zones, when offered for mailing.

In response, doubtless to the widespread dissatisfaction that has existed for more than a year past among the small retail merchants of the country, the Post-Office Committee has also included in the bill soon to be reported to Congress a provision that will affect direct-by-mail advertising as conducted by the large catalogue houses. If the bill stands as drafted at this writing it will operate to take out of the Parcel Post the catalogues of the mail-order concerns and will subject them to third-class rates, that is a uniform rate of 8 cents per pound. This will mean a postage charge of 40 cents on the Sears-Roebuck catalogue that is now mailed (under the Sears-Roebuck system of divisional distributing centers) at 9 cents.

Big Black Cat Mills Will Sell Direct to Dealers

The Black Cat Textile Company has decided to eliminate the jobber in marketing Cooper-Bennington underwear and sell the trade direct. Although the decision of the new \$3,000,000 corporation created considerable interest in textile circles, the move was not entirely unexpected. C. C. Allen, one of the organizers of the new company, has long been an advocate of direct selling, and followed this policy when at the head of the Chicago-Kenosha Hosiery Company. In its trade-paper advertisements announcing the elimination of the jobber in its sales plans, the company makes the point that the profit thus saved will be used for extending the market for underwear. The same announcement states that the company intends to double its selling efforts during 1917, and that in its advertising policy it will follow the plan of featuring the dealer as well as the merchandise.

Post-Office Department to Enforce Law Regarding Reading Notices

Newspaper Publishers Asked to Explain Why They Printed Chevrolet Contest Story Without Marking It "Advertisement"
—Attitude of the Officials

SOME twenty-five or thirty prominent newspaper publishers were much surprised recently to receive from the Post-Office Department a letter asking why they printed an article about the Chevrolet car winning a contest without marking it as an advertisement. Evidently some one had been complaining to the department about it and this letter was the result:

POST-OFFICE DEPARTMENT
Third Assistant Postmaster-General
Washington
November 25, 1916.

The Publisher,

SIR:

Referring to the article in the November 19, 1916, issue of _____ entitled "Chevrolet Cars Win Contest," I have to say that it is understood that it was published for a "valuable consideration," and therefore should have been marked as an advertisement, in accordance with the provisions of the Act of August 24, 1912, embodied in paragraph 2, Section 443, Postal Laws and Regulations, a copy of which is enclosed, the article in question having been published under an understanding that automobile manufacturers and dealers will be given reading notices when they advertise in a publication.

This office will be pleased to have a statement from you in regard to the matter.

Respectfully,
(Signed) A. M. DUCKERY,
Third Assistant Postmaster-General.

Most newspaper men know that there is a law, enacted in 1912, which forbids the printing of editorial matter for which money or other valuable consideration is paid, accepted or promised, under a fine of from \$50 to \$500, unless it is plainly marked "advertisement."

None of the newspapers that published the Chevrolet article, so far as can be learned, was paid for printing it. The contention of the third assistant postmaster-general is that it was published under an understanding or agreement that pledged the papers to give reading notices to the company because it advertised in

them. As this is one of the very few instances in which the Post-Office Department has made any attempt to enforce this law all newspaper owners and advertisers will be much interested in its outcome.

The following article is from our Washington correspondent:

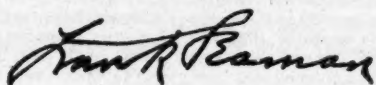
If an advertising contract in existence or promised is the "consideration," actual, implied, or intended, that begets a free reading notice, that notice must be marked "advertisement." It does not in the least change the situation, either, if the inspiration of the free publicity is merely the hope, anticipation or expectation that the insertion will later beget an order for display advertising by way of reciprocity for the complimentary text.

This, in effect, is the policy of the United States Post-Office Department which under the act of August 24, 1912, is charged with the responsibility of seeing to it that "all editorial or other reading matter" appearing in any newspaper, magazine or other periodical "for the publication of which money or other valuable consideration is paid, accepted or promised, shall be plainly marked 'advertisement.'" The act provides for the imposition of a fine of \$50 to \$500 upon any editor or publisher who is convicted of printing paid matter without the required identification.

MOTOR COMPANIES' EFFORTS ATTRACT ATTENTION

An avalanche of free publicity put out in recent months by the advertising managers and press agents of various manufacturers of motor-cars and accessories has led the third assistant postmaster-general to emphasize to various newspapers and magazines the stiff policy which he feels compelled to pursue with respect to

THERE are so many conflicting ideas and definitions of "service" that I take this opportunity of inviting every advertiser and every advertising man to visit the new home of Frank Seaman Incorporated here in the Printing Crafts Building, for a visual demonstration of the Seaman Idea of Service—an idea so broad, so varied, so far-reaching, that it necessitates an organization of 165 employees to serve but thirty-four advertisers.



FRANK SEAMAN INCORPORATED

• Merchandising & Advertising Service •

THE PRINTING CRAFTS BUILDING

33d to 34th St. & Eighth Ave., N. Y. Phone Greeley 2510

JUST ACROSS FROM PENNSYLVANIA STATION

• • Detroit Office—1310 Kresge Building • •

the marking of reading notices that have an advertising flavor.

The Chevrolet car incident is by no means the only one of the kind brought to the department's notice this autumn. The Division of Classification of the Office of the Third Assistant Postmaster-General's Office has been devoting considerable attention to automobile publicity, which is so suspiciously like advertising and is apparently being published free under an agreement that automobile manufacturers and dealers who advertise will be given reading notices.

The censorship of publicity that has the appearance but not the name of advertising is no new thing at the Post-Office Department. It is merely that the enforcement of the law has been made more conspicuous of late owing to the prominence of the interests involved.

Undoubtedly, too, many manufacturers and publishers have overlooked the provision of the law that stipulates that all paid or near-paid reading matter shall be marked "advertisement." The Congressional requirement for the filing with the Post-Office Department of semi-annual statements of newspaper circulation which went on the statute-books at about the same time has, up to date, apparently overshadowed the law regarding the marking of reading notices. It is probable that now the circulation matter has been pretty well straightened out there is prospect that the question of marking disguised advertising will claim more attention from both the department and the public.

There is so much confusion and uncertainty as to just what printed matter must be marked "advertisement" that a representative of PRINTERS' INK this week conferred with various officials of the Post-Office Department having the matter in charge, in an effort to ascertain their exact policy in the application of the law. The result left no room for doubt as to the broad construction that they place upon the statute and made it clear that if any purpose-

ful publicity gets by it is merely a case of oversight.

It is only when the reading notice has a news value that it merits free publication and may safely be printed for an advertiser without the little "adv." down in the corner. This is the attitude of the postal officials as disclosed to PRINTERS' INK. In other words, news value is the acid test, and unless that element is present it is held that reading notices must be marked.

This question was propounded to the department: Suppose the advertising manager of a department store asks the newspapers to print stories regarding a millinery opening. Presumably, we will say, there is no consideration "accepted or promised" because the department store is not likely to buy extra display space for the millinery opening and like as not the millinery opening occurs at a season of the year when the time of making or renewing an annual advertising contract is not sufficiently close at hand to establish relationship between the publicity in the news columns and the placing of a new order for advertising. What course should the publisher pursue?

"NEWS VALUE" THE PRIME FACTOR

"News value must determine the question," was the reply of the official interviewed. In proof of the department's attitude it was cited that at various times newspapers and other periodicals have been asked to "explain" unduly liberal notices relative to theatrical attractions and other amusement enterprises. In the case of the millinery opening cited above, it may be said that if a publisher gives up a column to the event when its news value is about five lines, then he would better look out,—providing anybody sees fit to complain.

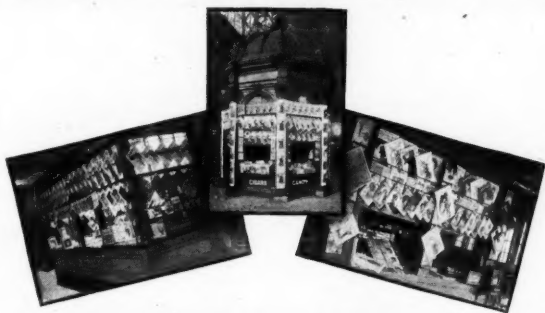
Here, then, is the crux of the whole situation regarding the marking of reading matter that has an advertising tinge. The sin is in being found out, or, rather, in attracting the attention of some person who will make it his business

(Continued on page 81)

PRINTERS' INK

Boston—The Market Place —We start you 50 up

For the manufacturers of Cigars, Cigarettes, Tobacco Products, Confectionery Specialties and Chewing Gums, as well as the publishers of magazines and periodicals, we have a special message.



There is no city in the world where the NEWS STAND SERVICE has been brought to the standard of perfection it attains in Boston today.

Upward of fifty completely stocked little shops serve the 800,000 daily patrons of the great Elevated and Subway System.

A contract for advertising service in our cars or on our station platforms, includes this most important news stand display and sale of your product (if it be suitable).

Send today for our book "Half a Hundred Live Stores." It tells how Boston car and bulletins advertising gets distribution for the above-mentioned lines—right off the reel—distribution scattered all over the city and directly influencing that surface-store demand, leading to an ultimate possession of the metropolitan market.

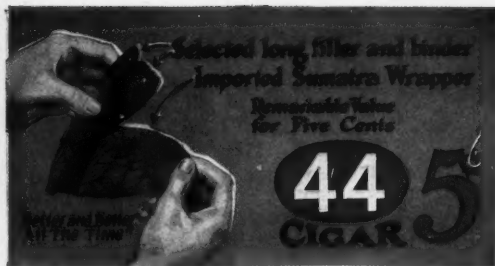
Remember—we start you 50 up

Eastern Advertising Co.

8 West 40th St., New York

Sears Bldg., Boston

Francis Bldg., Providence



INTENSIFIED ADV

LESS than three years ago, The "44" Cigar Company made a small contract in Baltimore. As fast as they added, until now their advertising appears in cities in several states.

During these three years, Street Cars has been the only Company have been compelled to build additional sections where their Street Car Advertising appears. of 50,000,000 (fifty million) cigars a year. The "44" is and well advertised in a medium which reaches the number of times per dollar invested.

STREET RAILWAYS ADV

CENTRAL OFFICE
Borland Bldg., Chicago

HOMER OFFICE
Candler Bldg. New York



PRINTERS' INK



ED ADVERTISING

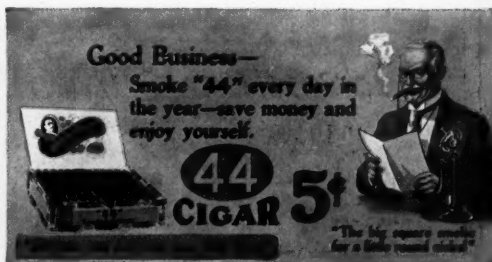
Cigar Company started Street Car Advertising with as the demand increased, new territory was appears in the Street Cars covering towns and

been the only advertising medium used. The "44" additional factories in locations convenient to the appears. Two of the new factories have a capacity The "44" is a good product, well merchandised — reaches the greatest number of people the greatest

AYS ADVERTISING CO.

HOMER OFFICE
New York

WESTERN OFFICE
Humboldt Bank Bldg., San Francisco



CUTS BY NEW CENTURY COLOR PLATE CO., N. Y.



Speed

When you "have to have a drawing tomorrow" you'll encounter an interesting example of the unusual facilities of this institution.

Without any frantic, careless confusion or slighted workmanship, your illustration will be ready for you.

We are geared right, so that when a burst of speed is demanded we can arrive in time without "wrecking our machinery."

CHARLES DANIEL
FREY
COMPANY
Advertising Illustrations

104 South Michigan Boulevard
CHICAGO

ness to complain,—be he an envious rival or merely a mischief-making busybody with a temporary or perpetual grouch that impels him to make all the trouble he can. It is just this situation, wherein only the publicity-seeker who rouses the meddlers is made to suffer, that explains why the printing of one reading notice will bring an indictment from the Post-Office Department while another notice, seemingly of parallel significance, will not cause a ripple.

Post-Office officials frankly say that they seldom take the initiative in any such case,—that is, act without having their attention called to unmarked advertising by an outsider. Of course, they would get busy if anything suspicious came under their notice, but the point that we desire to make is that they have no time to search America's 26,000 newspapers and periodicals for unmarked reading notices.

HOW CASES GET AN AIRING

There appear to be at all times, however, plenty of soreheads who are always ready to throw a wrench into the machinery. That is the explanation of the department's recent descent upon publications that have been giving publicity to motor-car advertisers. It also explains how it came about that this department recently made a sortie into the trade-paper field and brought up standing a number of publishers who had been giving flattering reading notices to certain manufacturers of poultry equipment and supplies.

Competitive manufacturers have, in some instances, set the postal officials on the track of unmarked publicity printed for firms in the same line. In other cases the kicks have come from newspaper or periodical publishers who, presumably, did not get the business that they attack. It may afford a crumb of comfort to the victim that the tattle-tale seldom has the satisfaction of knowing whether or not his complaint produced any results. The postal officials state that though they may call a pub-

lisher to account for undue generosity with his reading matter space, they do not, except in the unusual case, advise a complainant as to what action is taken.

Incidentally, it may be noted that in the eyes of the officials at the Post-Office Department, most of the communications that they send out to publishers are looked upon merely as warnings "not to do it again."

That every paid reading notice, whatever its guise, must be marked "advertisement," was another interesting point brought out by the postal officials in their explanation of the Departmental attitude. A number of advertisers and publishers have assumed that if an advertisement is obviously an advertisement it need not be marked. Accordingly they have taken it for granted that reading notices such as now appear in many of the magazines,—pages of text that are set in different type face from the body of the magazine, and that have place in the regular advertising section or immediately preceding that section,—need not be marked "advertisement." The postal officials do not concede this, but demand that all such "prose stories" be identified for the benefit of readers who may not be as keen as the average advertising man in distinguishing the paid from the unpaid. In short, as one official expressed it, "The only advertisement that need not be marked is the display advertisement."

Gilbert E. Bell With Jersey Bus Co.

Gilbert E. Bell, for a number of years representing the Street Railways Advertising Company in Newark, N. J., has been appointed advertising manager of the New Jersey Transportation Company, a new concern which announces that it will operate fifty buses in Newark.

Sausage Sold by Mail

With a plan of selling by mail to the consumer, Jacob E. Decker & Sons, of Mason City, Iowa, are using large space in women's magazines to advertise Decker's Iowana sausage in packages. The advertising features famous chefs and hotels where Iowana meat products are sold.

Buyers and Sellers of Space in Big "Get-Together" as A. N. A. Meets

Circulation Methods and Problems Discussed Before National Advertisers at Annual Meeting—Reiley, of Remington Typewriter Co., Association's New President

SELLERS of advertising space had for the first time an opportunity of meeting the buyers of advertising space—national advertising—as a body last week, when the annual meeting of the Association of National Advertisers took place at the Copley-Plaza Hotel, in Boston, Mass.

The meeting was exceptionally well attended, 175 out of a total membership of 252 having registered by Wednesday, December 6th, the first of three days' sessions. Ten more registered the following day. At the same time a number of important applications for new membership have been received, whose names the association is not yet ready to announce. Moreover, the various sessions were more than usually well attended, registering from 110 to 160 of the total membership present, which would seem to show that the innovation of meeting space-sellers ensemble represented a recognition of truly mutual problems. Individual members usually feel that it is not the set programme, but the informal meetings and discussions outside, at lunch, etc., that are of the most personal value at these assemblages, and the high attendance at the formal meetings would indicate that the get-together feature of buyer and seller was popular from a mutual-interest standpoint.

Among other things touched upon was the matter of newspapers and periodicals raising their subscription charges. A resolution approving a reasonable increase in the selling prices to readers in sympathy with the publications' efforts to maintain a high standard of advertising was introduced by Edward Hungerford, advertising manager of Wells Fargo & Co., and passed unanimously.


The matter of some newspapers

charging higher rates to the retail stores of national advertisers than to other local retailers was referred by resolution to the Executive Committee for conference with the National Commission of the A. A. C. of W. for remedial action.

Other matters discussed or acted upon were the recorded opposition to the use of the American flag or other of the national emblems in advertising; the difficulty of obtaining adequate trademark protection in South or Central America, while plans were made for the organization of a drug-specialty section of the A. N. A., with a view to extending the idea for other specialty products.

A. C. REILEY ELECTED PRESIDENT

Officers for the next year were elected as follows: President, A. C. Reiley, advertising manager of the Remington Typewriter Company, of New York; vice-president, E. A. Walton, advertising manager of the Burroughs Adding Machine Company; directors for the next three years, E. L. Shuey, advertising director of the Lowe Bros. Company, Dayton, O.; G. B. Sharpe, advertising manager of the De Laval Separator Company, New York; W. A. McDermid, advertising manager of the Gerhard Mennen Chemical Company, Newark, N. J.; Edward Hungerford, advertising manager of Wells Fargo & Company, New York. For two years, R. A. Holmes, vice-president of the Crofut & Knapp Company, of New York. For one year, R. L. Prather, advertising manager of the Thomas G. Plant Company, Boston, Mass. Directors holding over from last year are N. H. Boynton, National Lamp Works, Cleveland; O. C. Harn, National Lead Co., New York; L. B. Jones,




*Cromwell
Pattern*

A GIFT of 1847 ROGERS BROS. Silverware seems to carry with it an unusual amount of friendliness and good will.

Perhaps this is because the recipient has so often received the printed message of its beauty and intrinsic value that the gift really meets a long-felt desire.

INTERNATIONAL SILVER COMPANY
MERIDEN, CONN.



1847 ROGERS BROS.
SILVERWARE

Strathmore Quality Papers

"Paper Does Express"

IT isn't the booklet
with the most talk
about quality, but the
booklet with the most
suggestion of quality, that
gets the business. Paper
can *suggest* what words
cannot describe.

Buyers of printed matter will find our graphic demonstration booklet, "*Paper Does Express*" and Will Bradley's monograph on the subject, of unusual interest and practical value. They are sent free upon request. Strathmore Paper Co., Mittineague, Mass., U. S. A.

"You have a printer who knows"



Eastman Kodak Co., Rochester; Floyd Y. Keeler, I. W. Lyon & Sons, New York; Tim Thrift, American Multigraph Sales Co., Cleveland, and Harry Tipper, The Texas Co., New York. These directors were chosen as members of the Executive Committee at a meeting of the full board: O. C. Harn, Harry Tipper, Floyd Y. Keeler, and Edward Hungerford, with G. B. Sharpe, as chairman.

At the opening meeting, on Wednesday, E. L. Shuey, the retiring president, emphasized, among other things, the development within the year of territorial luncheons at various points throughout the country, while John Sullivan, secretary-treasurer of the association, reported progress in the matter of collecting and distributing information concerning circulation audits and other advertising data. The association has 80,000 items in its data file, he said. Herbert S. Houston, president of the A. A. C. of W., mentioned the establishment of the Associated Clubs' card-index system at Indianapolis for recording the names, methods, etc., of advertising crooks, as a part of the clubs' vigilance work. Speaking on the subject of uniform interstate advertising laws, the speaker mentioned the necessity of a general adoption of the companion law, to eliminate substitution.

PUBLISHERS' REPRESENTATIVES ADDRESS CONVENTION

Among the publication representatives to address the association were William Boyd, advertising director of the Curtis Publishing Company; P. S. Collins, general business manager of the same company; F. W. Nye and H. L. Vonderlieth, advertising manager and circulation manager, respectively, of *Today's Housewife*; George E. Cook, of *Mother's Magazine*; A. C. G. Hammesfahr, vice-president and general manager of *Collier's Weekly*; C. E. Burns, circulation manager of *Farm and Home*, and B. A. Mackinnon, circulation manager of the *Pictorial Review*.

Mr. Boyd said that the meeting was the largest aggregation of



NEVER
WASTE MONEY IN
SPECULATIVE
ADVERTISING
IN GREAT BRITAIN

BUT

INVEST
IT IN
"PUNCH"
THE "DIVIDEND PAYER"

"PUNCH'S" RECORD

of Sixty-Six per cent. Increase in Net Sales in the Three Years ending December, 1915; an increase in Net Sales every year for Twelve Years; and Eight Consecutive Years of increases in Advertising Revenue (including both War Years) should give you confidence enough in the value offered to

CONCENTRATE

in its advertising pages as much as possible, as many advertisers of high-class goods and service of all kinds already do.

ROY V. SOMERVILLE
Advertisement Manager, "Punch,"
10 Bouverie Street,
London, E. C., England



ORDERING ENGRAVINGS BY MAIL

necessitates the writing of exact specifications. This is the best safeguard against errors, and the written detailed acknowledgment by the engraver shows whether he gets your ideas right.

Our mail order department handles thousands of orders annually from all parts of the country.

It is your special agent in our place until the order is finished, to insure that you get **WHAT** you want, **WHEN** you want it.

Try it once.

Established 1889

GATCHEL & MANNING

Designers and
PHOTO-ENGRAVERS

In ONE or MORE Colors

for Catalogs, Advertisements, etc.

PHILADELPHIA

expenditure he had ever faced, representing, as it now does, \$90,000,000 in annual appropriations. Mr. Collins said that if the Curtis publications were able to sell at a lower price as a part of a clubbing proposition, they would be just as able and ready to sell at a lower price to individual subscribers. If a publication could not be sold generally on its merits, he said, it certainly could not be sold otherwise.

Mr. Nye, discussing the small-town field, said that not only is the magazine production of the country much too large, but it is too much centered in the larger cities, in his opinion. The larger percentage of the country's wealth, he continued, is in the small towns, where are 75 per cent of the automobiles. The small-town reader is the one who has been educated to answer national advertising, said Mr. Nye.

Mr. Cook went over the now famous subject of "Cook Circulation," or C. O. D. circulation, as it has been called. He touched upon the organization necessary to selling subscriptions by his method, saying that he maintains twenty-five branch offices with 1,500 employees, including branch managers, crew managers, crews and collectors, which latter class, of local residence, must be bonded. Incidentally, as he uses eighty-five clubbing combinations, he is able to estimate the percentage of duplication of his with the other magazines in his club plan with a great degree of accuracy.

Mr. Hammesfahr, of *Collier's*, said, in answer to a question, that the policy of the Collier system of giving premiums with subscriptions was primarily to place good literature in the homes of the American working people. He did not overlook the subscription-getting value of premiums, he said, but he felt sure that the nature of the premiums—serious books—was attracting the highest type of readers to the magazine.

FARM-FIELD DISCUSSION

Mr. Burns, of *Farm and Home*, spoke of the farm-paper as a trade-paper, and the difficulty of

PRINTERS' INK

Striking Evidence

of the Omaha World-Herald's

Advertising Supremacy

Agate Lines First Eleven Months, 1916:
World-Herald Next Paper Third Paper

Automobiles and Accessories	471,072	411,572	338,800
Local Clothing Stores and	615,006	226,464	358,890
National Clothing	75,768	37,562	44,324
Local Foods and Groceries	175,056	72,268	94,276
National Foods	212,128	134,652	121,030
Furniture	337,750	228,722	218,960
Musical instruments	168,896	65,716	130,032
Shoes	86,030	31,682	67,634

OMAHA WORLD-HERALD

Most News — Most Ads — ALL CLEAN

NEBRASKA CLEAN ADVERTISING RECORD

Paid, *clean* advertising carried by Nebraska's three leading dailies for the first eleven months of 1916:

World-Herald - 6,727,868 Lines
*Second Paper - 4,761,414 "
†Third Paper - 4,249,056 "

*Excludes 350,182 lines medical. †Excludes 507,920 lines medical

The Only Omaha Daily Which Rejects All Medicine Copy

Unusual Is The Strength of THE MODERN PRISCILLA In The South

Remarkable is the prosperity of the South. Cotton is selling at higher prices than have prevailed since the Civil War. The available crop is not sufficient to meet the demand. Southern land owners also have cattle and farm products for the markets of the world, which are bringing unusually high prices.

The Southern woman has long been noted for her adroitness with the needle, and her devotion to art needlework. To be an accomplished needleworker is the ambition of Southern women who are members of the "best families." These women are proud of their skill. Their homes and apparel are indicative of their love of fine linens, tastefully displaying their adeptness with the needle.

Seventy thousand, two hundred and forty-eight Southern women subscribe for, and purchase, The Modern Priscilla because of the authoritativeness of its editorial matter, and the genuineness of its appeal to art needleworkers. Vitally interested in every branch of art needlework, The Modern Priscilla is the only magazine which fulfills this need in their lives.

Now is the opportune time to appeal to these influential women of the South who appreciate quality, and purchase not only necessities but luxuries for themselves, their children and their homes. Far-reaching is the power they wield in the communities in which they reside. Not only do they determine the expenditure of the funds their own families possess, but what they buy is sought by the community at large, who follow their leadership. More money is at the command of the Southern woman of today than at any time during recent years.

Appeal to the women of the South through announcements in The Modern Priscilla, the magazine which has been their art needlework authority for thirty years. Ninety-one per cent of our subscribers retain the magazine indefinitely, from whence comes its title, "The Permanent Advertising Medium."

THE PRISCILLA PUBLISHING CO.

ARTHUR J. CROCKETT, Advertising Director

83-87 Broad Street
BOSTON

NEW YORK,

FREDERIC M. TRUGLES,
23-25 East 26th Street.

CHICAGO,

EARLE R. MACAUSLAND,
Peoples Gas Building.

Member A. B. C.

getting subscriptions among homes at an average of two miles apart—a fact which he said is not apparent on the face of circulation reports. Other matters that such reports don't take cognizance of, he said, are reader-interest or the differentiation between the several classes of farm-papers. In the discussion that followed, the suggestion was made that the farm-paper situation be analyzed by a house-to-house investigation on the lines of the so-called Eastman investigation, with a view to determining comparative reader-value.

Mr. Mackinnon, of the *Pictorial Review*, doubted the ultimate success of the Eastman investigation, saying that it might not prove more than some of the straw votes during the recent national election.

At the Thursday evening session O. H. Blackman, of the Blackman-Ross Agency, New York City, spoke on "The Agent's Viewpoint." He went at some length into the comparative merits of a service fee or the commission system of paying agencies, saying that however ideal, theoretically, the service-fee basis might be, it is at present impracticable. This is the general feeling of the members of the A. N. A.; that, like Government ownership, the service-fee basis, for the present at least, is not practicable.

At the annual dinner of the association, held Wednesday evening, Mr. Shuey presided, while among the speakers were Lieut.-Governor Calvin A. Coolidge, of Massachusetts; Dean Gay, of the Harvard School of Business Administration; Edwin A. Sibley, war correspondent of the *Boston Globe*, and Herbert S. Houston.

George Wicks Buchanan, formerly president of the Buchanan Advertising Syndicate, Inc., Memphis, Tenn., has joined the Jos. Ellner Company, Ltd., New York.

Philip B. Ingraham has been made advertising manager of the *Dramatic Mirror*. He has been until recently with Dan A. Carroll, New York.



A typical power farm—big buildings, tractor, motor car and all

Power Farmers vs. the Average

THE power farmer runs a big business. It takes \$38,000,000 worth of but twelve items of mechanical equipment to run the farms of POWER FARMING'S subscribers. That is five times the average.

334 Acres vs. 136 Acres

The typical power farm is nearly 2½ times the average size. POWER FARMING'S subscribers own 76% of the land they farm. Land and buildings are worth \$793,000,000—70% above the 1910 average.

They use over 27,000 tractors—fully half the estimated total in use. They buy 19,000 wagons, 16,000 plows, and 8,500 binders each year. 57% own motor cars or are in the market.

Nine-tenths of them buy lubricating oil by the barrel—average consumption 116 gallons per year.

Three out of ten read no other farm paper.

This field is away above the average for you.

POWER FARMING, St. Joseph, Michigan.

NEW YORK CHICAGO
Barnhill & Hoening Jas. A. Buchanan
23 E. 26th St. Marquette Bldg.
Mad. Sq. 5064 Randolph 5527

Member A. B. C.

POWER FARMING

PARSONS OLD HAMPDEN BOND

WHEN your letters are written on Parsons Old Hampden Bond, the impression your words make is unconsciously strengthened by the quality of the paper. Your letter heading should also be in keeping.

Parsons "Handbook of Letter Headings" edited by one of the foremost typographers gives the basic principles of GOOD letterheadings with clear diagrams affording ready application. It is an expensive book, but for a limited time any executive can buy a copy for 50c. if he writes for it on his business stationery.

PARSONS PAPER CO.
Dept. 16 HOLYOKE, MASS.
Paper makers since 1853



High Prices Force Publishers to Save Paper

How Some of the Leaders Are Economizing—High Prices Likely to Prevail Throughout 1917—Forced Reduction in Consumption Only Means Left to Compel Lower Rate

AS the year draws to a close the news-print situation shows no signs of betterment. The International Paper Company, which manufactures 45 per cent of the supply, has announced that the price for 1917 will be \$3.25 delivered within the twenty-cent-freight-rate zone. The Great Northern Paper Company has, it is stated, sold its entire output for 1917 mostly under contract to old customers at a price reported to be considerably below three cents. Moreover, the tonnage heretofore taken by individual consumers has not been reduced by the company. The Great Northern supplies about 10 per cent of the news-print used in this country.

The Remington-Martin Paper & Power Company, of which Dan R. Hanna, of Cleveland, is an owner, is making five-year contracts through its selling agents, the Birmingham & Seaman Company, of Chicago and New York, at \$3.10, f. o. b. at the mill. This price is to be increased or decreased in keeping with advances or declines in the cost of pulpwood, coal and labor, as compared with the prices of those items during the first ten months of 1916. The contract further provides that if the purchaser should desire to cancel the agreement he can do so by refunding to Birmingham & Seaman the difference between the price he has paid and 5½ cents a pound, which, they claim, is the figure at which they can sell the paper on short-term contracts.

The production of news-print in the United States and Canada in 1916 will total about 2,020,000 tons, as compared with 1,809,000 tons in 1915. The consumption will approximate 2,090,000 tons,



Who Reads Association Men?

LOOK at the occupation of the first ten subscribers to "Association Men" in any city, just as these names come alphabetically. You will find something like this:

Manager	Vice-President
Vice-President	Physician
Vice-President	Partner & Manager
Secretary & Treasurer	1st Vice-President
President	Asst. General Passenger Agt.

This is a fair representation of almost any city on the list. Could you want a much better demonstration of circulation quality? "Association Men" is the official organ of the Y. M. C. A. And there are over 50,000 subscribers to it.

ASSOCIATION MEN

F. A. Wilson-Lawrenson,
A. P. Opdyke
124 E. 28th St

Bus. Mgr.
Adv. Mgr.
New York



Loyal to the Service

They Uphold Each Other's Hands

The public *must* be served. This is the dominating thought of the entire Bell organization from the president down. Every employe feels the sense of responsibility that this working principle implies. The public must be served—efficiently, uninterruptedly.

In the fulfilment of this policy, the management of the Bell System realizes that every individual employe must give undivided and undistracted effort and interest to his work.

To assure this, every worker receives adequate remuneration, ample protection in case of illness and provision for old age. All these personal matters are cared for so that the employe has the least possible

worry regarding his own welfare. His whole-hearted attention can be devoted to serving the public.

While each employe realizes that he is but a single factor, he understands that not only is supreme personal effort expected of him, but also a loyal support to every other telephone worker.

There is something in the telephone organization which imbues every employe with a spirit of loyalty to the public. All feel a direct responsibility for each other because each recognizes that only by mutual endeavor can they render the high standard of service which is expected of them. They uphold each other's hands so that the public may be served.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy One System Universal Service

as compared with 1,930,000 tons in 1915. From these figures it appears that the consumption exceeded the production by 70,000 tons, which, of course, came from the reserved stock.

According to the paper manufacturers themselves there is little probability that the situation will change for the better during the coming year. They seem to think that not until the war is over can there be much relief. The only thing that can affect the high price now charged is a reduction in consumption, which may be brought about through concerted action on the part of the publishers themselves.

HOW SOME PAPERS ARE SAVING PAPER

The American Newspaper Publishers' Association, through its bulletins to members, has been persistently urging the latter to exercise every possible economy in their consumption of paper. Some of the officers of the association have visited publishers in a number of cities for the purpose of telling them how they can save paper. The New York *American* and the New York *World* have materially cut their paper bills by reducing the number of pages in their various editions. For several Sundays the *World* has in this way saved \$1,000 worth of paper per Sunday. That this economy has not affected it adversely is shown by the fact that the Sunday issue has carried from forty-eight to sixty-four more columns of advertising than last year.

A Western newspaper has discovered that by discarding many of the cut-off rules and line rules between advertisements it has gained a full column and a half of space for reading matter. Reductions in the width of margins and in the length of the columns have helped to save paper. Other ways employed have been the discontinuance of free copies to anybody, the cutting off of returns, the exercising of a very careful supervision over the output of the presses and the printing of smaller papers. If



Color

on the cover of the Catalogue, Booklet or Folder, provides the most favorable introduction for the Sales Talk inside.

Before considering the literature that will back up your 1917 Advertising Campaign, let us show you the possibilities of Color illustration.

Our Service Department gives special attention to the planning and preparation of dealers' literature.

The MUNRO and HARFORD CO.

Lithographers & Color Printers
416-422 WEST 33d STREET
NEW YORK

QUADRI COLOR

Means:

**Not merely fine
four-color press-
work—**

**Not merely fine
four-color plates.**

**But undivided re-
sponsibility for a
perfect four-color
job.**

**That's what you
want.**

**And that's what
you get from us.**

**"COLOR"—32 pages of
proof. Copy free.
Send card.**



Quadri-Color Co.

Color Printers and Engravers

306 East 23rd Street, N. Y.

all the publishers would unite in carrying out all the economies that have been suggested they would be able to so reduce the demand for paper that the manufacturers could keep ahead on the supply.

The News-Print Manufacturers' Association in a bulletin issued last week says that in the Western territory, owing to the large number of accidents which have occurred in a number of the mills on account of the strain at which the machines and men have been working, production has been lessened considerably below the usual output.

The publishers of newspapers throughout the country are much alive to the news-print situation. Representatives of twenty-five Kansas dailies, at a meeting held last week, delegated George W. Marble, of the Fort Scott *Tribune-Monitor*, to present their need to the Federal Trade Commission at Washington this week. Reports submitted showed that Kansas publishers are unable to buy print paper for less than 5½ to 6½ cents a pound, while some are paying as high as ten cents, practically three times the old price.

The Publishers' Association of Western Pennsylvania is the name of a new organization composed of thirty-five daily newspapers in that section which has taken up the question of print paper and will probably make arrangements for purchasing paper for all the members from one mill.

A number of publishers are urging Congress to undertake an investigation of the paper situation with a view of providing a remedy, perhaps in the nature of Government control of prices. PRINTERS' INK's Washington correspondent on Saturday interviewed several Congressmen to ascertain their attitude on the matter. While he found considerable sentiment in favor of some remedial action, there was practically none in favor of a price investigation by Congress, especially in view of the fact that the Federal Trade Commission is go-

Wester
GEORGI
1341-3
Chicag

Wallaces' Farmer Is the Kind of a Farm Paper Farm Folks Like

They like its editorial columns because it gives them helpful information not only on the problems of farming, but of the home. They like the questions which are answered about the various phases of farming. They like the answers to the questions about feeding live stock. They like the Boys' Department, which stirs the ambitions of the boy for better things on the farm. They like the Hearts and Homes Department, which is of interest to the women folks on the farm. They like the charts and weekly market letters which enable them to study the marketing of live stock to the best advantage. They like Wallaces' Farmer because it requires payment in advance for subscriptions, and stops when the time is out. They are glad to pay for Wallaces' Farmer because they want it. They like the clean advertising which appears in Wallaces' Farmer, as no farm paper published more carefully edits its advertising columns.

Wallaces' Farmer is not only the kind of a farm paper farm folks like, but likewise the kind of a paper which pays the advertiser best.

The paper tells its own story. By all means if you are interested in placing farm paper advertising, investigate Wallaces' Farmer, and the class of farm homes it reaches. It offers the biggest value you can buy in farm paper circulation. Give us an opportunity to tell you more about Wallaces' Farmer.

Ask for the pamphlet "Good Farming, Clear Thinking, Right Living," an exposition of the motto of Wallaces' Farmer, which has attracted wide attention. Address all requests to

WALLACES' FARMER

Room D, Wallaces' Farmer Bldg.

Des Moines, Iowa

Western Representative
GEORGE W. HERBERT, INC.,
1341-3-5 Conway Building,
Chicago, Illinois.

Eastern Representative
WALLACE C. RICHARDSON, INC.,
381 Fourth Avenue,
New York, N. Y.

There is One Paper in New England

that stands head and shoulders above the rest in the handling of and real results obtained for Food Products advertisers.

The Home paper in the second city of Massachusetts finds its way into the innermost circles of Worcester Homes.

We would like to tell you—

of the close association of readers—the housewives—and the grocers with **The Evening Gazette** through its Domestic Science Department.

The confidence Worcester people have in **The Gazette**—what the grocers think of it—and what **The Gazette** Domestic Science Department does—are items of vital interest to every advertiser of Food Products or Household Articles.

Ask the Julius Mathews
Special Agency
NEW YORK BOSTON CHICAGO

The Gazette

**Worcester's Best
Newspaper**

ing exhaustively into the subject and will shortly submit its report to Congress.

The views of the legislators can be classed under three heads: First, those who, like Loud, of Michigan, and Morrison, of Indiana, are prone to regard the present paper situation as the result of a dispute between rival or antagonistic commercial interests, and it will have to be brought home to them that the whole people and the Government itself are affected before they are likely to sit up and take notice.

Class No. 2 is made up of Congressmen such as Campbell, of Kansas, who believe that Congress should act for the relief of paper-users, but who think there is no use expending valuable time on further investigations. As Mr. Campbell said for **PRINTERS' INK**, "There is no need for Congress to do any investigating on this subject. Everybody knows the facts."

(3) This final class of Congressmen, of which Representative Dan V. Stephens, of Nebraska (author of the Stephens price-fixing bill), is typical, are not sure just what Congress ought to do in the matter, if anything, but are convinced that there is no need of a Congressional investigation because the Federal Trade Commission is now covering just this ground. There is in this contingent, likewise, a sentiment to the effect that remedying paper prices is not a job for Congress, anyway, so long as Congress has the Federal Trade Commission for just such emergencies.

Chairman Moon, of the House Committee on Postoffices and Post Roads, said that because of the ultimate effect of the higher paper prices on the cost of United States Government stamped envelopes, wrappers, postal cards and postoffice supplies, his committee intends to consider in executive session this whole paper proposition, but he would not venture a prediction as to what attitude the committee would take.

That all Congressional appropriation committees will soon face this question is evident. Acting

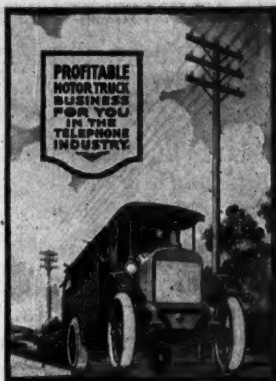
Secretary of the Treasury Byron R. Newton has just informed the appropriation committee that every item of stationery bought by the Government has increased in cost from 10 to 200 per cent, 33 1/3 per cent being given as the average increase. The United States Public Health Service has had to curtail its editions of bulletins because of the paper situation. The Bureau of Printing and Engraving, the Governmental printshop which produces the paper money will need from the present session of Congress an extra allowance of \$73,426.50 over and above the regular amount for the purchase, at the higher prices now ruling, of the distinctive paper needed for printing national and Federal Reserve banknotes.

The only tangible action on this subject is found in the introduction by Representative Campbell, on December 6, 1916, of a bill "To conserve the supply of print paper in the United States and to protect publishers of newspapers from extortionate prices by temporarily prohibiting the export of print paper." This bill has been referred to the Committee on Interstate and Foreign Commerce.

The Campbell bill would make it unlawful for a period of two years from and after the act takes effect to export from the United States any print paper used by publishers of newspapers in the United States. The President is authorized and directed to issue all necessary instructions to officers of the United States and to use the military and naval forces to make the act effective. Any paper attempted to be exported is to be seized and forfeited and the owners must pay a fine of not less than \$1,000 nor more than \$10,000. The act is to take effect ten days after its passage.

From all of which it is evident that if relief is to be looked for from Washington it must be from the Federal Trade Commission and not from Congress.

Stringent economy in the meantime affords the only immediate, though inadequate, relief.



Write for a copy of

*"Profitable Motor
Truck Business
For You in the
Telephone Industry."*

THE TELEPHONY PUBLISHING CO.

J. B. HARTLE, Vice-Pres. and Adm. Mgr.
53 W. Jackson Blvd. Chicago, Ill.
Eastern Office: 52 Vanderbilt Ave., New York
H. A. JOHNSTON, Mgr.

TYPE

We are preparing a very elaborate and helpful type specimen book showing our extensive line of modern type faces. This cannot be sent out indiscriminately. A request now will assure you of a copy when completed.

ARROW PRESS, INC

"Salesmanship in Print"

320 West 39th Street, New York City
Telephones: Greeley 329, 330, 331

Two Promotion Men Wanted

A large outdoor advertising concern needs two very capable promotion men.

These men must have experience in preparation of copy, arranging layouts, creating slogans, and must be able to cooperate in every possible way in making not only our clients' advertising more effective, but in helping our salesmen with practical suggestions for national advertisers.

For such men we have a splendid opportunity. The chances are, the men we want for this job are now doing real constructive work in the advertising department of some concern, or in some agency, where some one higher up is getting credit for their ideas.

Apply giving full particulars in first letter, including references, to

OUTDOOR

Box 187, care of Printers' Ink.

Secretary Redfield to Investigate Cost of Distributing Goods

He Feels That Much of the High Cost of Selling May Be Traced to Big Leaks in Cartage—Scope of Investigation That Is Proposed to Be Undertaken by the Census Bureau

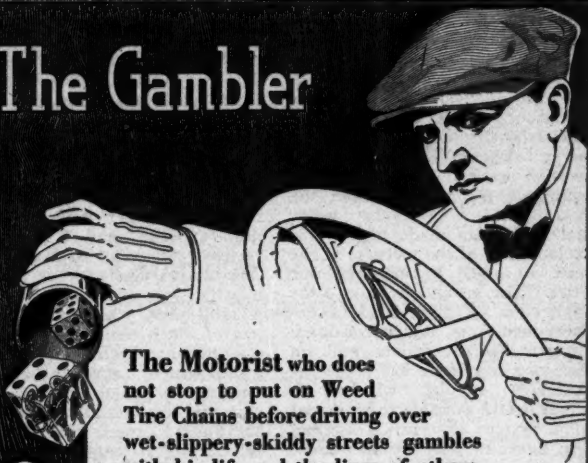
Special Washington Correspondence

SECRETARY of Commerce Redfield has a theory, all his own, as to an overlooked cause of the high cost of selling. The present high cost of city cartage is the factor, the responsibility of which has been impressed upon him. Mr. Redfield, it will be recalled, was a manufacturer of wide experience before he undertook the management of Uncle Sam's "business annex."

Such are his convictions regarding the undue expense of goods transferred between railroad terminals and the ultimate consumers that he would have the United States Census Bureau make a thorough investigation of the cost of this service. It is realized, indeed, that nothing short of a comprehensive study would disclose just how much of a burden upon business this distributive service is, since no one city or town could be accepted as wholly representative in so far as cartage charges are concerned. The topography of a city, seasonal conditions and other influences would all play a part and these would be alike in no two cities.

Nevertheless, failing in his ambition to have made a country-wide survey of cartage costs owing to the prohibitive expense, Secretary Redfield would select three typical American cities, of a population of from 200,000 to 300,000 each, and analyze therein the high cost of hauling. Primarily the Governmental inquiry would be directed to the expense of the transfer of freight shipments to the receiving platforms of stores and markets, but it is understood to be the Secretary's

The Gambler



The Motorist who does not stop to put on Weed Tire Chains before driving over wet-slippy-skiddy streets gambles with his life and the lives of others.

Some men would gamble with anything, from a counterfeit coin to life and property and all that they or others hold dear.

But at least they gamble for some stake which to them—if to no one else—seems worth the gamble. They do not risk their whole fortunes with only a few dollars to gain.

Why then, if time be precious, would they risk *all the time* allotted them here on earth, for the sake of a *few moments* of it now?

Yet, strange to say, this is just what some motorists do when *they fail to stop to put on Tire Chains before driving over wet-slippy-skiddy streets*. They gamble their automobiles, their limbs, their very lives, and the lives of others on the road—for no more than a little of their time to put on *Weed Chains*, the only dependable safeguard against skidding.

Weed Chains for all Styles and Sizes of Tires are Sold by Dealers Everywhere

AMERICAN CHAIN COMPANY, Inc.
SOLE MANUFACTURERS OF WEED CHAINS

Bridgeport  Connecticut

In Canada—Dominion Chain Co. Ltd., Niagara Falls, Ontario



The above is "The Truth and Nothing But the Truth"

idea to extend the scrutiny, if the money holds out, to the complex local delivery problems of the city retailer.

Tales, such as the time-worn incident of the woman who asks to have delivered a spool of thread or a pack of cards have impressed the head of the Commerce Department. What have especially inspired him in this direction, however, have been the disclosures of delivery waste that have been made incident to explanations of the increase in the price of milk in many of our cities. The insight given into the duplication of effort whereby delivery men from, say, half a dozen different dairies deliver milk in the same city block has made the Secretary wonder whether it would not be possible to work out some system of central distributing agencies that would relieve domestic commerce of a portion of its present heavy burden of distributive expense.

FACTORS IN THE COST OF CARTAGE

Complications in the city cartage system have come because, on the one hand, we have in the case of the average city and its suburbs a geographical expansion that necessitates longer and longer hauls between the railroad siding or the jobber's warehouse and the retailer, while, on the other hand, there is an increase in the congestion of downtown streets that begets the most vexatious delays and lost motion. To be sure, the introduction of the motor truck has cut the time needed to transfer goods to the outlying retail stores, etc. To counterbalance that gain, however, there is the heavier loss (owing to increased cost of maintenance and operation) when a motor truck is tied up in a traffic jam in the congested district.

It is not the idea of the Secretary of Commerce to attempt to fix the measure of responsibility that should be laid at the door of cartage expense by obtaining statistical figures from the drayage concerns that make a business of hauling. He feels that it would be much more to the point to ask

each merchant in a city what his cartage expense amounts to for a period of a year, and to set that over against the total cost of doing business by way of ascertaining the fraction represented or against the aggregate of gross sales in order to determine the percentage on that basis. Mr. Redfield feels that any detailed statistics will show that not only is the cost of cartage higher in relation to other items of business expense than is generally realized, but will also disclose the fact that cartage expense is much higher proportionately than freight rates, which are the subject of much complaint.

Even a restricted investigation of the cost of cartage or city distribution is going to prove an extensive undertaking. The Census Bureau experts have prepared for Secretary Redfield an estimate which fixes at \$15,000 to \$20,000 the expense of making a canvass of the business houses of a city of 300,000 population in an effort to ascertain the details of cartage expense. In the American city which the Census officials took as a basis for this expense estimate there are, they ascertained, a total of 5,600 retail and wholesale establishments,—1,500 grocers being the most numerous single classification, and it calculated that several months' time and expense as above indicated would be required to take tally of the outlay for cartage in each of these stores.

Cooper Underwear Company Appoints Sales Manager

L. P. Graham has resigned from the advertising department of the Welsbach Company, Gloucester, N. J., to become director of advertising and sales of the Cooper Underwear Company, Kenosha, Wis., maker of Kenosha Klosed Krotch Union Suits, succeeding H. N. Weinstein, now with the National Table Waters Company, of Wilmington, Del.

Appointed to "Textile World Journal"

Frederick H. Rice has been appointed to the staff of the *Textile World Journal* in Philadelphia and Harold L. Pike to the New York advertising staff of the same publication.

! ALL ABOARD !



GEO. W. ROEBLING



GEO. W. ROEBLING, Inc.

No Campaign of Advertising
is complete without including

The
CARS and
STATIONS

OF THE

- 1—Northern R. R. of N. J.
- 2—New Jersey & New York R. R.
- 3—Erie Railroad — Main Line
- 4—Greenwood Lake Division
- 5—N. Y. Susque. & Western R. R.

Operating thru Two
Hundred Cities and
Towns in
North Jersey and
Southern New York

HEADQUARTERS
for
Steam
Railroad
Advertising
to
Suburban
Communities

The
CARS and
STATIONS

OF THE

New York, New Haven
and
Hartford R. R.

and

The Central New
England Railway

Operating thru Eight
Hundred Cities and
Towns in
New York
Connecticut
Rhode Island
and
Massachusetts

Size of CAR CARDS—11"x21"—21"x22" and 16"x48".

Size of POSTERS—One Sheet 30"x46" and Three-Sheets 42"x84" at Stations.

Lowest Rates per thousand possible customers reached of any advertising under the sun!



Apply for Rates, Maps and Details to

GEO. W. ROEBLING

50 Church St., N. Y.



Telephone 8480 Cortlandt

Telephone 8480 Cortlandt



Thirty-three advertisements of goods sold through retail hardware stores, which appeared in the October issue of Successful Farming.

Successful Farming and the Hardware Stores

Thirty-three manufacturers of products sold through retail hardware stores told the farmers of the Middle West about their goods in the October number of Successful Farming. A total of more than eight pages of advertising was needed in this one issue to tell the story of these goods sold in retail hardware stores.

The October number of Successful Farming contained eighty-four pages. More than eight pages devoted to products sold in hardware stores—products advertised by manufacturers who distribute through retail hardware stores—means that one-eighth of this issue of Successful Farming was devoted to the welfare of the retail hardware stores of the North Central States and the manufacturers whose goods they sell.

It must be admitted that this is striking a heavy blow, through Successful Farming, for the benefit of the trade of the retail hardware stores of the Middle West. In the Middle West, or in the thirteen North Central States, there are 16,875 retail hardware dealers. In all of the rest of the United States there are only 13,935 retail hardware dealers.

There are about 2,429,000 farms in the thirteen North Central States. Successful Farming reaches approximately a fourth of them. On the average, therefore, a fourth of all of the farmers in the North Central States are directly influenced by Successful Farming and its advertising columns and probably a good many of the other three-fourths of the farmers are influenced to some extent by neighborhood loaning of copies of Successful Farming and by neighborly mingling between the farmers themselves.

No other single medium published in the North Central States has so strong an influence on the farmer customers of the retail hardware dealer. No other medium going exclusively to farmers is used by so many manufacturers of goods sold through retail hardware stores. This class of business in Successful Farming has been increasing rapidly in recent years.

For dealer influence, for effective selling influence on the farmer, Successful Farming is the logical backbone for campaigns put out for goods sold through hardware dealers in the North Central States.

Our merchandising data service has been used to great advantage by a great many manufacturers and advertising agents. The Definite Data Map of retail hardware dealers is one of our series of more than sixty definite data maps. We shall be glad to have a representative call and show you these maps and other data relative to the farm market in the North Central States, and Successful Farming's ability to introduce your goods to that market.

E. T. MEREDITH

Publisher

Successful Farming

DES MOINES, IOWA

Member A. B. C.

Covers the Great Wealth Producing Heart of the Country

Chicago Office
1119 Advertising Building

New York Office
1 Madison Avenue



A Definite Data Map showing the location of retail hardware dealers. One dot equals 25 dealers.

Butter

48 cents a pound!

YOU get that idea at once. You see it on your grocery bill. You realize it in the microscopic size of the butter pat on your plate in restaurant and dining-car.

DO you get the big significance of it to you as an advertiser? Back on the dairy farm they are getting 40 and 42 cents for butterfat these days, and the farmers who are reading Kimball's Dairy Farmer have a bigger cream check now than they had in the summer. The dairy business looks better and better to them; they have the money to buy the things they want.

Kimball's Dairy Farmer

reaches nearly 200,000 every issue. *The rate is only 75c a line.*

We have not raised our rate. We did raise our subscription price, so that the subscriber and ourselves—not the advertiser—carry the increased burden of cost of paper and production.

Remember the dairy farmer has a regular income. Also he farms more acres and does it better than the average farmer. Put Kimball's Dairy Farmer on your list.

KIMBALL'S DAIRY FARMER WATERLOO, IOWA

A. E. HASWELL, . . . Advertising Manager



REPRESENTATIVES:

CHICAGO.....J. C. Billingslee, 1119 Advertising Bldg.
NEW YORK.....A. H. Billingslee, 1 Madison Ave.
ST. LOUIS.....A. D. McKinney, Third National Bank Bldg.
DETROIT.....J. C. Billingslee, O. J. Hamilton,
708 Kresge Bldg.
MINNEAPOLIS.....R. R. Ring, 333 Palace Bldg.

Encourages His Salesmen to Sell Trade-Paper Subscriptions to Dealers

Why One Sales Manager Wants His Men to Have This "Side Line"—
Result Is Better Salesmen and Better Dealers

By Earl D. Eddy

DURING the last twelve months one of our salesmen has made something over \$125 with a side line. Selling a side line is very generally regarded as a decidedly reprehensible practice. I have myself summarily dismissed several men for the offense. Our contracts are sufficiently remunerative to make it unnecessary for any of our sales organizations thus to add to their income. Yet I aided, abetted and encouraged this man in his efforts to make money out of the side line he had selected and also urged others of our men to do likewise.

As a result of this salesman's work there are something over 250 retail dealers now receiving each week one of the best trade papers in our field. Prior to his activity in this work these retailers may or may not have taken a good trade publication, but now I know that they are being regularly and reliably posted upon the true conditions in our line. Consequently, they are better merchandisers both as buyers and as sellers, and are thus more easily approached by our salesman.

We are advertising in the publication referred to. Prior to the booking of these subscriptions our representative called on the merchants included in this list every three to four months. Direct mail advertising every few weeks brought our line to their attention in the intervals between his visits. Now we are able to be on the job every week, and, through keyed copy and special propositions set forth in the advertisements, we have found that our salesman's subscription-selling effort has been first-class business for us. By virtue of the

fact that our salesman sold them their subscription, our weekly message seems to have had an especial interest for the trade—a certain invisible tie between our advertising, our salesman, and the buyers, which has a real and definite value.

The definite value which we have received from active co-operation with the circulation department of this trade journal has resulted in our seeing to it that all of our salesmen take up this side line. The publishers are willing to allow a fair commission, and, in order to add selfish interest to the work, we have been quite willing that our men accept compensation for their activities. As a matter of fact we believe they could well afford to do the work gratis because of the better dealers which they would thus develop in their territories.

HOW SALESMEN MAY PROFIT

Salesmen are not yet being taught the importance and advantage of studying carefully the pages of the publications which are covering their particular field of endeavor. True, some houses are wide awake to the advantages of such educational work, but there are too many sales managers who take it for granted and let it go at that. There is no better way for a salesman to keep broadly and well informed in his line than by a study of the publications which discuss his particular business. Not alone the columns of text, but the advertising pages as well, deserve close attention. There are some salesmen who think they are too busy to read business (trade and technical) papers. They are just "plain fools" and no apologies.

The editors of these publications have just one aim in life, and that is to make their respective journals intensely valuable to their subscribers. Their success is conceded by the perusal of any of the many good publications in this general field.

It is not enough that the house subscribe for a list of publications to be sent to all the salesmen. Some of the men will appreciate the expenditure and will profit therefrom, while others will give little attention to the educational opportunity thus afforded them. The practice of one sales manager of my acquaintance appeals to me particularly. Upon the arrival each week of the chief business publication in his line he goes through the entire issue and analyzes its contents for his men in bulletin form. He connects the salesmen's mind with the articles and advertisements which, in his judgment, are particularly important. He is very particular to see that each man gets his copy. I have known him to pay as high as fifty cents first-class postage to insure a salesman receiving data of this sort. He regards the matter of expense as of no consideration whatever, whenever it interferes with the proper posting of his salesmen. The consequence is that he has one of the best-posted selling organizations in the country.

GETS FULL VALUE FROM BUSINESS PRESS

In furtherance of his policy of keeping his salesmen up-to-the-minute he also scans all the other business publications in the field and bulletins any items or articles which may be of possible value to his men in their daily work. New ideas and arguments give his men keen tools with which to operate, and they certainly demonstrate the value of his policy of culling the trade and technical journals for their benefit. No wonder his men have the reputation of knowing their business thoroughly. Not only are they posted on their own particular line, but they also have a broad knowledge of underlying and fundamental conditions which

makes them particularly welcome visitors at the stores of their customers. They are not only able to tell their own story intelligently, but they also know what is going on throughout the trade. They get hold of the new ideas dug up by the business-paper editor and thus give them even wider dissemination; and new ideas are bread and meat to the progressive dealer.

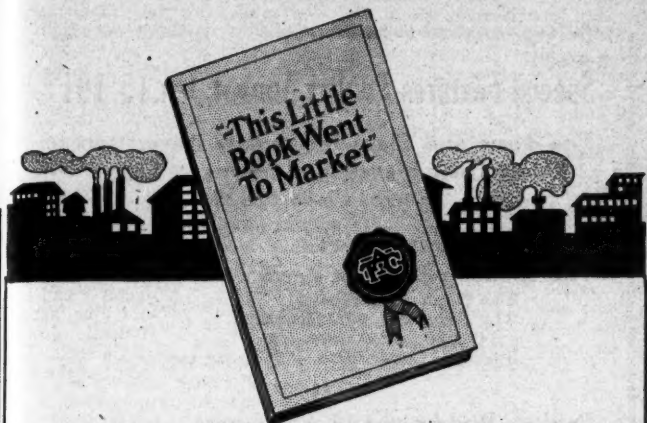
In furtherance of this idea of co-operation between the business journal, the manufacturer and the wholesale distributor, the action of a Western wholesale grocer becomes of especial interest. On November 6th he sent out the following bulletin:

To all salesmen:

At times like these every up-to-date merchant should take a trade paper of some kind. A poor trade paper is worse than no trade paper. We do not receive a commission for soliciting subscriptions for the _____, but we consider this publication one of the best trade papers in the United States. It is published weekly and gives a lot of good, live, concrete information to the retailer. The retailer should be taught to get his ideas up and get a price. We want you to mention it to each of your customers and urge them to subscribe and tell them we are going to have a sample copy mailed to them.

Give us the names and addresses, where they want the paper sent and whether they want it for any of their clerks or not, and then mail the list to us. We will then send it to the _____, and have them write a letter and send a sample of the paper. It is only in the interests of educational work that we make this request. We believe that things of this kind strengthen the ties between your customers and your house. Don't overlook this request and get these lists in to us immediately.

Commenting on this bulletin the jobber concerned writes the publisher: "Have gotten out another bulletin to-day advising my men to get subscriptions to the _____ and believe it will bring results. I was up in Nebraska last week and picked up two or three subscriptions, just by accident. Understand, we are not donating this and don't intend to. Any dealer who is not live enough to give a subscription and any salesman who is not live enough to get them should be penalized rather than favored. Our salesmen are thoroughly enthused over this



—And it sold the goods

Said goods being our services.

Divided into sixteen machine-gun sales messages, it made itself heard and remembered. Now that its sales fire is concentrated between two covers, we want you to read it—not because we wrote it—not because we ask you to—but because we believe you will find it really worth while.

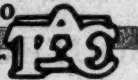
During 1916 we published 16 advertising stories, each a little different from the usual run of advertising copy. They told the how and why of several striking advertising successes scored by our clients through our service.

If you "look after the advertising" of your company and will write us on your letterhead, we shall be glad to send you a copy of—"This Little Book Went To Market." No obligation to you, of course. But we suggest that you write us now, because the edition, like the book, is small.

Turner Advertising Company

608 S. Dearborn Street, Chicago

"Nothing Succeeds Like Service"



Special Features Poultry Annual, Jan. 15, 1917

**The Time and Place for Poultry Advertisers to
Use Their Biggest and Strongest Copy.
Forms Close Jan. 6.**

I.

The Incubator on the Farm

Who Needs an Incubator?
Why Some Fail with Incubators.
Experience Letters from Users.
Brooders, Construction and Management.

II.

Poultry Buildings and Appliances

Plans for Houses.
Trapnests and Their Uses.
Poultry Yard Conveniences.

III.

Better Farm Stock

Why Pure-Breds.
Popular Farm Breeds.

IV.

Selling and Buying Breeding Stock

Advertising Eggs and Breeding Fowls.
Buying Breeding Stock by Mail.
Reasonable Hatches of Shipped Eggs.
Adjustment of Disputes Between Buyer and Seller.

V.

Direct Marketing of Poultry and Eggs

Possibilities of Mail and Express Sales.
Experience Letters on Marketing.

VI.

Timely Poultry Work

Winter Feeding.
Preparation for Spring Hatches.
Miscellaneous Letters from Readers.

Leading articles by specialists. Letters of real experience from farm poultry raisers. Illustrations that will tell how to do things and make pages attractive.

SOUTHERN AGRICULTURIST
NASHVILLE, TENN.

140,000 Guaranteed

Member of A. B. C.

proposition, and we believe we will get the greatest per capita of subscribers for you of any territory of the country. Don't know what other jobbers are doing, but we are boosting for you right and left. We will get results from it and that is why we are doing it."

Such work as this is, of course, exceptional, but it shows the feeling which is being aroused. This jobber realizes that the best-posted dealer makes the best customer. Business publications are doing more to-day to make merchants out of store-keepers than any one educational means which can be named, not even omitting old lady Experience herself. In fact, the business papers have become the exponents of experience. They tell what to do and how to do it and how others have done it.

Could anything be more profitable to the manufacturer and the wholesaler than to extend the heartiest sort of encouragement to the publications that are carrying on this great work? The encouragement should not take the form of advertising contracts alone. If the trade or technical publication is appreciated sufficiently to advertise in it, likewise it is entitled to active support at the circulation end. The more readers there are the more valuable becomes the advertising.

Certainly it is first-class business to urge and encourage salesmen to develop circulation for the business publications in their field. If the publishers see fit to offer compensation for this work the salesman should not be barred from accepting same.

A year or two ago a well-known trade publication conducted a highly successful salesmen's subscription contest. Good prizes were offered in addition to the regular commission. Fully a thousand new subscribers were thus secured. Houses in the field concerned very generally sanctioned the participation of their men and many dealers have since been very thankful that they were thus persuaded to become readers of the publication in question.

The bigger compensation which comes from the salesman's assist-

ing in the increasing of the circulation of business publications goes to the employer of the salesman. Whatever tends to make a better dealer must benefit all the other factors. Merchants know their business take less time to sell and use better judgment in their buying. The dealer who keeps in touch with things through the medium of the trade paper usually knows his business. Economy of time is money saved, so that all factors are gainers when both dealer and salesman understand one another through the connecting link which the up-to-the-minute education of the business press affords.

Commonsense Trade-mark Ruling in Costa Rica

A decision of great importance to users of unregistered trade-marks was rendered by the President of Costa Rica on October 25, 1916. A well-known brand of whisky has been sold in Costa Rica for many years, but neither the name nor the mark had been registered. Taking advantage of the situation, a local company secured the registration of a similar mark and served notice of its intention to prosecute infringements. The users of the original mark contended that the registration could not prevent the sale of their whisky, since the two marks were not identical, and the local company thereupon applied also for the registration of the original mark without variation. In passing upon the application for the registration of this latter mark, the President held that since it was widely known to be the property of another company the application would be refused. The President further ordered that hereafter no trade-mark should be registered which is well known in Costa Rica by reason of advertising or the sale of trade-marked articles unless authority to apply for such registration is proved. The practical effect of a strict application of this decision will be to prevent the misappropriation of foreign marks even when not registered.—*Commerce Reports.*

Ben Hur Automobile Appropriation

The Ben Hur Motor Company, Cleveland, has appointed Hoyt's Service, Inc., to place its advertising. It is stated that the company will invest \$200,000 in advertising in 1917.

Nebraska Papers Raise Price

The Lincoln, Neb., *Daily Star* and the *Daily News* have raised the price of street editions to two cents.

Suggestions for the Cure of the Cancelled-Order and Returned-Goods Abuse

Causes of the Evil and a Description of Remedial Measures Now Being Applied—Views of Jesse Straus, of R. H. Macy & Co.; John G. Shedd, of Marshall Field & Co.; George Partridge, of Wyman, Partridge & Co.; Philip Conne, of Saks & Co., and Others

By John Allen Murphy

W. R. HOTCHKIN'S article on "Cancelled Orders—How They Are Draining the Profits," in the October 12th issue of **PRINTERS' INK**, has attracted much attention. So many letters have been received from manufacturers, jobbers and retailers commending the timeliness and importance of the contribution that **PRINTERS' INK** decided to investigate the subject at more length.

There is no denying the existence of the evil that Mr. Hotchkin described, although those consulted do not agree as to the extent to which it prevails. This, however, is to be expected, as the prevalence of the nuisance depends on the kind of business. Cancelled orders, returned goods and attendant problems present more difficulties in some lines than in others.

The subject divides itself into the three following phases:

First—Dealer's cancellation of orders which he gave to the manufacturer or the jobber.

Second—Return of delivered orders by the retailer to the manufacturer or the jobber.

Third—Return of goods by the consumer to the retailer.

There is really no direct connection between the third evil and the other two, except that they are rooted in similar causes, and in this article the third phase of the problem will not be treated.

The present serious abuse of the privilege of cancelling orders and returning goods is an outgrowth of the service idea. The dealer, on the one hand, and the manufacturer and jobber, on the other, have allowed the evil to

grow apace and have done little to stop it. Like a snowball rolling down a mountainside, it has been increasing in force and menace by accretion. The gradual widespread recognition of the doctrine that the customer is always right, or at least nearly always, has led people shamelessly to impose on those from whom they buy. The retailer has been laying down, like a good doggie, and playing dead at the bidding of his customers. Then he has expected the manufacturer and the jobber to do the same for him. Fearing to offend a good customer or a mighty fine prospect, they have done things that are contrary to the rules of sound business practice. The intensity of competition and the fear of losing a customer that has been won, or might be won, has made it all the easier for the growth of the habit of cancelling orders and returning goods. The disposition to please the buyer, to cater to his whims and unreasonable demands, is an outstanding feature of present-day merchandising service. It explains many of the abuses that have crept in.

WHERE MANUFACTURER IS BLAME-WORTHY

Yet there are many other reasons for the existence of the problem. For instance, the failure of manufacturers to deliver orders at the time promised is a fruitful cause of cancellations. In commenting on this phase of the question, P. A. Conne, vice-president of Saks and Company, of New York, had this to say to **PRINTERS' INK**:

"In my experience, nine-tenths



Landed—

Landed—bait right and tackle right
—arm strong and fisher good.

So in business—advertising bait and tackle
must be right—plan strong and merchandise good.

Is your selling plan strong and your merchandise good? Then to land the business fish—
Gugler advertising bait and order tackle.

The Gugler Advertising Letter is good advertising bait—the Gugler Follow-up is good order tackle.

There's a Gugler order fishing plan for you—
may we tell you about it?

Gugler and Webster agree that service means assistance.

THE GUGLER LITHOGRAPHIC CO.

Milwaukee, U. S. A.

Chicago Office, Conway Building

In the November 16th issue "Is the Bait Right?"
In the November 30th issue "Hooked."



אידישע וועלט

Ancient Characters

USED FOR A MODERN PURPOSE

THE JEWISH DAILY WORLD

CLEVELAND, OHIO

is a modern American Newspaper printed in ancient Hebrew characters.

It is an up-to-the-minute newspaper and finds its way into the homes of 250,000 Jews every day.

It is the only Jewish daily between New York and Chicago and reaches a thrifty, desirable buying class that is reached by no other publication.

Its excellence as an advertising medium is proven by the fact that it is used extensively by some of the largest advertisers in the Country.

Advertising rates on application

THE JEWISH WORLD

CLEVELAND - - - OHIO

of the orders that are cancelled are cancelled for the reason that they are not delivered on time. Manufacturers are inclined to bite off more than they can chew and sell more than they can make within a given time. On seasonable goods, time is the important factor, and no retailer will accept such goods when the time for selling them has passed, so he cancels—and rightly so. If manufacturers would not promise delivery when they know, or should know, that they cannot deliver within the specified time, a vast part of the cancellations they complain of would automatically disappear. The retailer who places orders wants the merchandise, but he wants it when he wants it—not when the time for selling it is over."

A broken delivery promise is certainly a legitimate excuse for cancelling an order, and, as Mr. Conne shows, it explains why many orders are cancelled. This is especially true in the present market. With merchandise scarce, prices advancing and factories oversold, the manufacturer is often welcoming cancellations. In industries where goods are sold long in advance of production and where production is not able to keep up with demand, some cancellations must be expected. The only way to prevent this is for the manufacturer not to promise anything beyond his ability to fulfill. If he cannot do this, he must reconcile himself to the situation. The inability of factories to make deliveries at the time promised loses much business for jobbers, both in immediate sales and in cancellation of future orders.

The cancelled-order question is very complex, and it is by no means settled as soon as one finds a couple of reasons for its existence. It ramifies throughout the whole business fabric. For example, it will be quite a surprise to many advertisers to learn that it has recently come to light that the abuse is fostered by the manufacturers' policy of granting exclusive agencies. At least this is the belief of a number of leading manufacturers engaged in the



PRINTED SALESMEN

are the result of an inside study and not merely an outside story.

Established more than fifty years. The largest high grade printers in the world

The Lakeside Press

R. R. Donnelley & Sons Co.

Chicago, U. S. A.



You Can Use Those Movie Films

And if you haven't a film we'll have one made for you. Here is a machine that automatically projects motion pictures.

And it works in daylight in show windows!

This machine is an unusual dealer help. Put it to work in windows, offices or store aisles.

W. H. STAVENHAGEN CO., Inc.
331 FOURTH AVE., NEW YORK

Telephone, 6420 Madison Square

In an age of specialization, we have **SPECIALIZED** in the strongest form of advertising art, poster style drawings.

We're commercial artists, an organization of **SPECIALISTS**. We are **ORIGINAL** in technique and have **CREATIVE** ability

The advertiser, with a distinct product to market, will find the greatest advertising value and **RESULT-PRODUCING** qualities in our illustrations.

GOTHAM STUDIOS
POSTERS
114 EAST 28 ST. NEW YORK
Telephone 675 and 34

Designers of booklets, window cut-outs, newspaper advertisements, folders, dealer helps, car cards, etc.

Our Story

We have prepared a personally conducted trip through our offices and plant.

This story is also about our specialized service to advertisers. It is well illustrated and should prove interesting to you as a user of Salesmanship in Print. Shall we send it?

ARROW PRESS
INC.

"Salesmanship in Print"

320 W. 39th St., New York

Telephone: Greeley 329, 330, 331

production of farm machinery and vehicles. So strong is their conviction on the subject that they have recently appealed for relief to the national organization of retail merchants handling agricultural implements and vehicles.

The charge made by these manufacturers is that when a more or less desirable line of goods is offered on the exclusive-agency basis (especially if the granting of the sole agency is predicated on the placing of a first order for goods above a fixed minimum) some dealers will make contracts and place orders merely "to tie up the line." Later these orders are cancelled, and often this is done so tardily that it works an injustice to the manufacturer. The notification comes so late that he has no opportunity to make other connections in the territory thus vacated.

Specific cases, not hearsay evidence, have been instanced in support of the implement manufacturers' protest that orders "pre-cancelled" in the dealer's own mind have been used as a means of blocking the entry into the dealer's field of a line which he could not or would not handle, but which he desired to prevent any of his local competitors from obtaining.

SALESMEN TO BLAME, IN PART

In explanation of, if not in excuse for, the easy attitude on cancellation which has begotten this complication as to exclusive agencies, it is said that for some time past retail implement dealers have been encouraged by traveling salesmen to regard lightly such contract obligations. The agricultural field is, obviously, one of those in which it is difficult for a merchant to anticipate six months or a year in advance what his requirements will be, owing to the uncertainty that must exist far into the growing season as to whether any given crop will be light or heavy. Some salesmen have been too prone, undoubtedly, to convey the impression that contracts can be cancelled at the maker's option in the event of a failure or partial failure of crops.

A New Rate Card

based on 450,000 circulation has been issued and becomes effective January 1, 1917.

The present rate was fixed 4 years ago; based on 350,000 circulation.

The press run for January, 1917 was 475,000 copies.

This steady growth in circulation is not due to any forced circulation scheme.

Popular Mechanics Magazine joins in no clubbing offers—employs no subscription solicitors—offers no premiums.

Every reader pays the full price and does it voluntarily.

A copy of the new rate card will be sent upon request.

POPULAR MECHANICS MAGAZINE

WRITTEN SO YOU CAN UNDERSTAND IT

SIX NORTH MICHIGAN AVENUE, CHICAGO.

MEMBER A. B. C.

ERWIN & WASEY COMPANY

Advertising

58 EAST WASHINGTON STREET · CHICAGO

An organization so deliberately effective, and so intelligently confident, that it conceives its problems not to be problems, but opportunities; and the markets it attempts not to be fought, but to be won. Young men, trained men, *your* men.

This situation in the implement field contributes interesting evidence to the discussion, but it is doubtful that it will be found that there is any widespread conspiracy among retailers deliberately to give an order to tie up the field and with the intention of cancelling it later. Of course, it undoubtedly happens in many instances. It is a well-known fact in every line of business that many retailers place orders with salesmen with the knowledge that they do not intend to let the shipment come forward. On the strength of this it would be an injustice to accuse the dealer of dishonesty. Very likely he is not to blame. Often he is in the grip of untoward circumstances that cause him to do many unbusinesslike things. His personality is weak. His knowledge of the condition of his business is deficient. He does not know merchandise values. He is no match for the highly trained, strong salesman with whom he is battling. He gives way before the strength of his opponent, not because he has been convinced that he needs the goods, but because he has been coerced into giving his consent. Of course, merchandise is not sold to well-organized, successful stores under these conditions, but very often it is sold in this way to many of the smaller, weaker stores that comprise the vast majority of the country's retail establishments.

After all, these many unsolved problems that have to do with the relation between the manufacturer and the retailer have much the same reason for existence. The manufacturer cannot understand them until he is in sympathy with the dealer and appreciates what he is up against. When he does understand them, he sees clearly that the only way that retail conditions can be improved is through man-betterment. Improve the man and his work will improve. Much cannot be expected of a dealer who lacks business capacity, or of one who has the capacity, but lacks training, money or some other essential qualification.

Find out why some dealers do

not pay their bills promptly, why they do not use the manufacturers' selling helps, why they do not train their clerks properly and why they are remiss in so many other things essential to good merchandising and you will know why they cancel orders and return goods. All these problems are due to fundamental weaknesses, and any force or influence that makes the dealer a better merchant helps to solve them.

The slipshod, careless methods of many retailers cause them to cancel orders. They "guess" they are in need of certain goods. Two or three days after the salesman has gone the dealer finds an unexpected supply of the very thing he ordered. Since there is enough to last several weeks, the order is cancelled. Or, perhaps, if the sale of an article begins to slow up some time after an order has been placed, a cancellation often results.

FINANCIAL PRESSURE LEADS TO CANCELLATION

Then, again, maybe the retailer receives a notice from the bank saying that a past-due note must be paid. Likely enough, as troubles never come singly, the same mail brings a couple of sharp letters from other creditors. The merchant tears off a piece of wrapping-paper and begins to make a list of his indebtedness. He finds that he owes a great deal more than he thought he did. He reaches into one of the pigeon-holes of his desk and pulls out a bundle of carbon copies of orders that have not been shipped. He snatches a bunch of letter-heads and begins to scratch off letters something like this: "Please do not ship order placed with your Mr. Pike on the 13th until you hear from me again." The chances are that the order is never reinstated unless the salesman comes around and resells it.

Perhaps a farmer came into the store and said something about the drought playing havoc with the crops. One of the results of that pessimistic remark is likely to be a batch of cancellations going off in that evening's mail. A

competitor-cutting prices, unseasonable weather, a run of poor business, a lower price or a better proposition from another salesman are a few of the dozens of things that may cause orders to be cancelled. How hard it is, then, to deal with the problem by the adoption of any blanket policy!

WHY GOODS ARE RETURNED AFTER RECEIVED.

Goods are returned by the dealer to the jobber or manufacturer for much the same reasons that orders are cancelled. A shipment of returned goods generally means that the retailer either didn't have time or else that he neglected to cancel the order. Of course, this is not always the reason. Often the merchant is disappointed with the goods. They are not up to the sample or they are not what he thought he was going to get. Many times merchandise is returned after it has been on sale. When this happens it is generally due to the unsatisfactory sale.

Having looked into the cause of cancelled orders, now what is the cure?

Before going into the matter any further it might be well to stop to inquire if manufacturers and jobbers really want to stop the evil. Admittedly, the privilege of cancelling orders and returning goods has been grossly abused. But, on the other hand, has not the practice of liberality in this matter been beneficial in bringing about a greater distribution of merchandise? If every order were made a binding contract that could not be revoked, would not buyers become more suspicious of sellers and thus their relations become less mutually helpful? Would not the buyer be so cautious in entering into a contract of this kind that distribution would be slowed up all around?

The answer to these queries is that few manufacturers or jobbers desire to prohibit entirely the merchant's privilege of cancelling orders and of returning merchandise. They merely wish to stop the abuse of the privilege. How are they going to do it? Obviously, a blanket policy to cover the

situation will not do. There are so many reasons why orders are cancelled that nearly every case is different. Some have to be handled leniently and others should be dealt with severely.

In commenting on this very point, John G. Shedd, president, Marshall Field and Company, in a statement to **PRINTERS' INK**, said:

"I am inclined to regard abuses in the return of merchandise and cancellation of orders as an individual problem to be solved by each merchant or manufacturer with reference to his own business.

"It is sometimes in the interest of both the merchant and the customer that reasonable liberality be shown.

"In our own business we find no serious difficulty in adjusting these matters.

"I, therefore, conclude that no general movement in this direction can be of much force or effect."

Geo. H. Partridge, vice-president of Wyman, Partridge and Company, the large wholesale dry-goods house in Minneapolis, takes much the same view of the situation.

"Cancelled orders," he said, "are a nuisance with the jobber, although not probably to the extent as with the retailer. I am not certain that uniform action can be taken by all jobbers or all retailers in certain lines. We handle it differently with different individuals. Frequently we find it necessary and do decline to sell a merchant who is constantly returning goods.

"The question of cancellations and the returning of goods is likely to be a very serious one some time in the early future; that is, when the market turns in the other direction as rapidly as it has advanced."

"NO COUNTERMANDS" APPEARS ON ORDER BLANKS

The following statement from W. A. Martin, sales and advertising manager of D. E. Sicher and Company, suggests several possible remedies for the evil under discussion:

"I am inclined to believe that



The Southern Woman's Magazine introduces your products and gives them a standing in *forty-five thousand of the very best homes in the South*. Understand, please, that these are well-to-do, moneyed homes—homes with buying power.

It isn't necessary to tell you that the Southland is prosperous. Conditions were never as good. The business is literally waiting for you.

And it positively is yours via the pages of the Southern Woman's Magazine—a remarkable and unusual publication—the only woman's publication in the South.

Put it on your list!

Detailed information about our subscribers, territory, rates, etc., gladly furnished.

SOUTHERN WOMAN'S MAGAZINE

R. L. BURCH, Publisher, Nashville, Tenn.

Member A. B. C.

Eastern Office

Lee and Williamson
Flatiron Bldg., New York City

Western Office

Cole and Freer
Peoples Gas Bldg., Chicago

116,143

net paid daily
circulation



Shown by Government Statement of
October 1, 1916

Daily average net paid circulation for six
months ending Sept. 30, 1916 . . . 116,143

Daily average net paid circulation for six
months ending Sept. 30, 1912 . . . 56,954

An increase in four years of . 59,189

This increase is more than the total circulation of the Los Angeles EVENING HERALD'S afternoon competitor.

The total circulation of the Los Angeles EVENING HERALD exceeds the combined circulation of all afternoon competitors.

The advertiser buying space in the EVENING HERALD makes a wise investment.

Don't make a mistake by leaving the EVENING HERALD off your list!

Member Audit Bureau of Circulations

Mr. Hotchkiss exaggerates the situation somewhat, at least when he hints that many salesmen say, 'Give me your order now—you know you can always cancel the order if you can't use the goods.' That may be true with some salesmen who work on a salary basis, but from our experience could scarcely occur in the case of a salesman working on a commission basis—for, naturally, after he has gone to the expense of getting his samples before the retailer he doesn't want any idea of cancellation to enter the customer's head, and Mr. Salesman kicks strenuously if he learns two months later that even one item on the order was cancelled. Our order blanks have a stereotyped sentence on them reading as follows:

"As these goods are made to order, no countermands will be accepted."

"I suppose a great many manufacturers have something to that effect on their order blanks, but still do not attempt strictly to enforce it."

"We don't have a great deal of trouble with customers returning goods in any considerable quantity. In the past three years I recall only one case where quite a batch of goods were returned. Most of our returns consist of just a garment or two. I believe that a manufacturer, no doubt, has to make an individual decision on each instance of returned goods. It would be difficult to lay down a hard, fast rule to follow. Sometimes the returns are justifiable; and in the most part we find our retail customers are very fair in such matters. Now and then, of course, a manufacturer has on his books a chronic kicker or a chronic returner. In such a case, when he receives returned goods under circumstances which do not justify it, he has to consider the desirability of the account from all angles, and then, perhaps, decide whether or not he wants to continue to 'nurse' such a customer or drop him and place his hopes with some other store at the same place. Perhaps one reason we have no great trouble regarding returned goods is that our custom-

Circulation Methods

"A Superlative Standard" was one advertiser's comment after a careful analysis of our A. B. C. report.

62,500 + is a big circulation at 35 cents a copy, \$4.00 a year.

The Atlantic Monthly

MEMBER A. B. C.

Who also publish
The House Beautiful

More Than Just a Magazine To Its Readers

PHYSICAL CULTURE

is more than just a magazine—it is an authority to which they turn for counsel and advice. They ask us the most intimate questions—questions about their health—their diet—their homes—their children. The sort of questions they would ask only one in whose judgment and advice they have the greatest confidence.

New York Office: Flatiron Building
O. J. ELDER, Manager

Chicago Office: Peoples Gas Building
W. J. MACDONALD, Manager

Member of Audit Bureau of Circulations

Sifted and Sorted Information about National Advertisers

Alphabetically
Geographically
By Business
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Only with the service of the

Standard Register of National Advertising

The Acme of Accuracy

10 East 43rd St. New York City

Publication Office
Miners Bank Bldg. WILKES-BARRE, PA.

Of course there's more to tell.
We're ready whenever you are.

MEMO. TO

SPACE BUYERS

*"The Phonograph" is
the only weekly talking
machine trade - paper.*

It **COVERS** the manu-
facturers and dealers in
the United States as well
as in foreign countries.

Ad. rates on request.

**THE PHONOGRAPH
PUBLICATIONS CO.**

97-99 WATER STREET,
NEW YORK.

ers realize that returned merchandise of our kind (lingerie) would be reduced in value to us about 50 per cent because of being out of shape and soiled."

In some lines of business, as Mr. Martin's experience shows, commission salesmen may offer a solution of the problem, but it is doubtful if this solution could be given any general application. In the main, Mr. Hotchkin's contention is correct. Salesmen do solicit orders by telling merchants that they can cancel them later. I know this from my own experience as a retail merchant. Some salesmen do this because they are not succeeding. Not having sent any orders in for some time, they ask for these cancellable orders, so as to make a temporary showing with the house and hoping that they will be able to send in some real business before the cancellations are received. Other salesmen, though really pretty good business-getters, are often weak-kneed in dealing with their trade and make an order cancellable before they have done all they could to sell it in the regular way.

SALESMEN'S ANXIETY FOR ORDERS

But, in addition to these two classes, there is another group of hard-working, efficient, resourceful salesmen, including both salaried and commission men. They try in every possible manner to make a sale to their prospect. They try every argument and exhaust every resource. When it looks hopeless, they remember some of the buyer's objections: "All stocked up now. Won't need any of your line for weeks. See me your next trip," etc. On the strength of these excuses the salesman asks for a future order, and to get it he often has to promise the merchant that it can be cancelled if later he finds he cannot use the goods. Both commission and salaried men go after this class of business, and, as the commission man is inclined to hang on longer, perhaps he suggests more of these cancellable orders than does the representative working on a salary. Since



IT CEASED TO BE "A LUXURY" WHEN HIS SALES INCREASED 21%

"METHODS rather than location make for success," states "Bob" Turrell, Coleman, Mich. His town has only 1,000 inhabitants, but most everybody in it and round about, patronizes Turrell's store because he has "what they want when they want it" and his persistent letters and circulars never let them forget it. He wanted more trade—so decided to do more advertising. But pen or typewriter addressing was SLOW, TEDIOUS and COSTLY.

Takes the Drudgery Out of Direct-by-Mail Advertising

AN Addressograph "seemed a luxury"—an unwarranted extravagance. But, as it involved no cost or obligation, he tried the \$37.50 Hand Addressograph 10 days. It printed names and addresses without error or omission 10 TIMES FASTER than pen or typewriter. It enabled him to send out letters and circulars on short notice, easily, and at small expense—so he bought it. Now Mr. Turrell writes that because of the increased Direct Advertising his Addressograph has made possible, his sales have increased 21%.

Will You Try the \$37.50 Model 10 Days At Our Risk? No Cost

THERE is an addressograph to fit your addressing needs, no matter how few or how many names you write. It's easily installed—anybody can operate it and address envelopes, post cards, circulars, fill in letters, head up and date statements, imprint pay forms, shipping tags and labels, 15 to 20 TIMES FASTER than pen or typewriter, without error or omission.

INVESTIGATE—WRITE TODAY—No cost or obligation

Addressograph

TRADE MARK

PRINTS FROM TYPE

913 W.
Van Buren

Chicago
Ill.

Boston Herald-Traveler over 200,000 net paid

By steady and substantial growth the BOSTON HERALD-TRAVELER circulation has reached and passed the 200,000 mark.

The net paid circulation average for October was 201,710, a gain of 23,679 over October, 1915.

The consistency of the growth of the HERALD-TRAVELER is shown by the figures given in the sworn reports to the Postoffice Department as required by law. These are as follows:

April 1, 1914	(average for 6 mos.)	152,031
Oct. 1, 1914	(average for 6 mos.)	160,215
April 1, 1915	(average for 6 mos.)	164,808
Oct. 1, 1915	(average for 6 mos.)	170,093
April 1, 1916	(average for 6 mos.)	179,468
Oct. 1, 1916	(average for 6 mos.)	192,321

This growth is proof of the demand among Boston and New England readers for newspapers of the high standard of the HERALD and TRAVELER.

This 200,000 Buys Like a Million

a fair proportion of these orders will be shipped, it is good policy for the salesman to accept them. However, such orders should always be marked "Subject to cancellation," then the house can figure accordingly. Many salesmen do not tell their firms about the conditions under which the order was taken. That is what causes so much annoyance when the cancellation is received.

A countermand clause on orders prevents many cancellations that would otherwise be given. Time and time again merchants, when cancelling orders by wholesale, have been known to skip those that bear non-countermand clauses. Of course, as Mr. Martin intimates, manufacturers who have such clauses on their order blanks need not rigidly enforce the rule in all cases.

OTHER PRACTICAL METHODS OF LESSENING THE EVIL

Making the buyer sign the order, as many concerns have discovered, checks unnecessary countermands. The dealer, seemingly, has more respect for an agreement to which he has signed his name than to one to which he has given only his oral assent.

Many houses have found it to be good policy not to accept a countermand until the buyer tells them exactly why he is cancelling. It is not always possible to get this information, but where it can be obtained, it often will be discovered that the purchaser has some trivial reason for not wanting the goods. When the reason is known, many times a clever letter will reinstate the order.

Mr. Martin's other suggestion, as to the elimination of the chronic kicker, is a practical one. It is a plan that would be followed occasionally under the policy described by Mr. Shedd and Mr. Partridge. Reading the riot act to the chronic offender and telling him that his business would be accepted only under certain conditions would be likely to bring into line all except the hardened sinner.

Another remedy alluded to by the sales executive of Sicher &

Company is to allow the merchant who returns goods but partial credit for them. This is a method that is somewhat extensively practised. If the product is seasonal, carrying charges of 18 or 20 per cent are deducted from the credit memorandum by many firms. The amount of the discount varies. This checks the return of goods. No retailer will submit to a direct loss on any considerable quantity of merchandise if he can prevent it. Even such a simple expedient as making the retailer pay the freight on the goods returned makes him think twice before sending back a shipment.

Misunderstandings are a fruitful source of cancellations. It would seem that the system of R. H. Macy and Company tends to prevent this. In describing it to *PRINTERS' INK*, Jesse Straus, of the firm, said:

"Our department managers give order copies for every order placed. On all orders placed for delivery beyond thirty days a signature of one of the members of the firm is, under our rule, required. We regard these orders as contracts between the sellers and ourselves, and we request all manufacturers and selling agents with whom we have relations to insist that our department managers comply with the terms of the contract.

"We make every effort to have our department managers live up strictly to the letter of our contracts, and we explicitly forbid our department managers to ask sellers to make any concessions, whether in time of delivery or otherwise, beyond those stated in the order copy.

"If those of whom we buy will, regardless of offending our department managers, help us in carrying out our intentions, one of the 'evils' to which Mr. Hotchkin refers will be removed. We are, furthermore, very careful not to return goods unless they fail to come up to the specifications of the order. We are, however, insistent that goods must be delivered in conformity with the order, as to time, etc."

If orders are given to be cancelled when an exclusive agency is the bait, one possible remedy for the evil can undoubtedly be found in the exercise of greater care by manufacturers in the selection of the men to whom they entrust their representation in restricted territory. They can demand iron-clad contracts. The *Grocery World*, not long ago, quoted from the selling contract of the American Carriage Company, in which the buyer agrees to pay as damages 20 per cent of the net amount of the goods bought, provided the order is countermanded.

Of course, as already explained, it is not advisable for the manufacturer to enforce a contract, except where the cancellation of the order means a severe loss or a serious inconvenience to him.

As regards the return of goods by the merchant, much can be accomplished by insisting that he does not send them back until he notifies the jobber or manufacturer who shipped them. Many concerns have conducted a campaign of education on the dealer on this question. The retailer was shown the injustice of his position. It was pointed out to him that the shipper should be given at least the right to say what he wanted done with the goods to be returned. Often he was willing to compromise with the merchant. Then, again, the shipper might have a customer for the rejected merchandise in some nearby city. These campaigns have helped to check the evil. Just recently the National Wholesale Grocers' Association issued a statement describing all the causes for return goods in its field, and recommending uniform rules governing the evil.

The Yawman and Erbe Manufacturing Company, in a recent issue of "The Y. & E. Idea," notifies the dealer that he must not return goods without permission. Among other things, the company says:

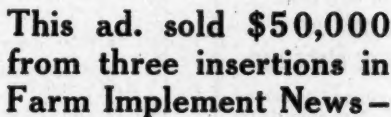
"The return of special made-to-order goods cannot be accepted under any conditions, nor will cancellations of orders be accepted

after the order is in process of manufacture.

"Our customers undoubtedly realize that unless care is exercised in connection with the returned goods problem that it becomes very serious, and we hope for co-operation from every agent, dealer and consumer along this line."

The cancelled-order abuse became most flagrant in the grocery field. Generally the grocer went so far as to let the order be shipped and then when the shipment arrived he refused it. What made this situation particularly vexatious to the manufacturer was the fact that in most cases the delivery was made through the jobber. The jobber had purchased on the strength of the retail orders. If a large proportion of these were refused, which frequently occurred, it caused no end of trouble. The American Specialty Manufacturers' Association was organized some years ago to fight this and other evils in the trade. It has accomplished much, especially in stopping that old, pernicious practice of stuffing orders. For years this was a favorite trick of many specialty salesmen. The methods of this association have already been described in *PRINTERS' INK*. The chief work of this organization is educational. It teaches the grocer that for the sake of his honor and credit standing he must live up to his obligations. He had been placing orders merely to get rid of a persistent salesman. He lacked backbone to say "No."

This shows that much of the whole trouble is fundamental. There are many remedies that the manufacturer can apply, but the greatest relief will come through making real merchants out of men who are now nothing but store-keepers. Better accounting systems that will enable the retailer to tell at all times the true condition of his business, his stock, finances and profits will prevent overbuying, injudicious buying and ignorant buying, and hence will go a long way toward stopping the cancelled-order and returned-goods abuse.



FARM IMPLEMENT NEWS

700 Masonic Temple
CHICAGO, U. S. A.

*The MESSAGE
before the Messenger*



YOUR advertising SPACE
costs less than 10 years ago.
How about total advertising
percentage? And the cost of
what you put into the space,
COPY-CONTACT?

SHERLEY HUNTER

Good Copy

114 East 13th Street, New York

Telephone Stuyvesant 1197

*Let me work in conjunction with
your advertising agents*

**Agencies for Australasia
are sought in any lines
that can be sold to
Booksellers or Stationers**

We represent some of
America's best publishers;
and all the Booksellers of
Australasia are called upon
regularly.

We are also in close touch
with all the Libraries and
with the Educational
Trade.

Commission and direct
buying.

Thomas C. Lothian Proprietary, Ltd.

Publishers' Representatives

MELBOURNE and SYDNEY

Founded 1888

CABLE ADDRESS "Thorough" Melbourne

BANKERS: The Bank of New South Wales,
Melbourne

Head Office: 100 Flinders Street
MELBOURNE VICTORIA

"Ye Ad-man's Gossip"

(With apologies to K. C. B.)

THE FIRST thing.
THAT HIT my eye.
AS I entered.
HIS OFFICE.
WAS A big sign.
THAT READ.
"WHAT ARE the facts."
NEXT TO it was one.
WITH THE words.
"TIME IS money; be brief."
OVER THE desk.
WERE TWO more.
ONE READ.
"WE KNOW a few things.
DON'T TELL us them."
AND THE other one.
BORE THE terse message.
"CUT IT short."
I HAD just.
DRANK THEM in.
AND RESOLVED.
TO TAKE their meaning.
TO HEART.
WHEN MY man arrived.
I JUMPED up.
HANDED HIM my card.
AND SAID.
"MY NAME is Brown.
"AND I'M here.
"TO SELL you space."
JUST LIKE that.
BRIEF AND compact.
WELL, HE sat down.
AND BEGAN to talk.
AND HE talked.
AND TALKED.
AND HE wasn't brief.
AND HE didn't talk facts.
AND HE told me everything.
I ALREADY knew.
AND HE didn't
CUT IT short.
NOT BY a long shot.
AND I MISSED MY TRAIN.
AND DIDN'T GET AN ORDER.
LISTENING TO him.
CHEW THE rag.
BUT HOW the deuce.
WAS I to know.
THAT HE could collect.
SO MANY signs.
AND NOT believe.
IN ONE OF THEM.
I THANK YOU.

M. G.

**Wilson & Co. Pushing Another
By-product**

Wilson & Company, Chicago packers,
have entered into a campaign in trade
papers to increase the sales of their ster-
ilized curled hair among furniture and
automobile manufacturers. The cam-
paign has started a number of automo-
bile makers to use the company's curled
hair as a part of their regular equip-
ment and to include it in their pub-
lished list of specifications.

A peculiar feature of the campaign is
the fact that the identity and quality of
the hair used in upholstery is concealed
and the advertiser must work on the
theory that manufacturers will keep
faith with their customers in making
representations regarding upholstery.

Another campaign on the advantages
of curled hair in mattresses is being pre-
pared and will start in a short time.

PRINTERS' INK



HERBERT S. IRVING
and
WILLIAM B. SWANN
have joined the
CHARLES H. TOUZALIN
AGENCY

Mr. Irving becomes
Vice-President and
General Manager.

Mr. Swann takes
charge of plan and
copy production.

CHARLES H. TOUZALIN AGENCY

Newspaper Magazine Agricultural Outdoor

ADVERTISING

Kesner Building, 5 N. Wabash Ave., Chicago

Printers and their Specialties

Advertisers Can Consult with Profit, this List
of Printers, When Planning their Next Job

Typographic Service

for
Advertising Agencies exclusively

Especially equipped for
handling Advertising
Composition day and night

C. E. RUCKSTUHL, INC.
27 EAST 31ST STREET, NEW YORK

ASK

THE PUBLISHERS OF
HIGH GRADE PERIODICALS
WHO THEIR PRINTER IS. THEY
WILL PROBABLY TELL YOU
The Carey Printing Company
10TH AVENUE AT 36TH STREET
NEW YORK

EMBOSSING

"stands out"—An embossed cover
always stands out and makes your
catalogue out of the ordinary.

*We are specialists in
the embossing line.*

Walcutt Bros. Co.
141 East 25th St., New York City

The World's Greatest PRINTING PLANT

of Magazines and Catalogues

OVER 53,340,000 Catalogues, Supple-
mentary Catalogues, Magazines and
Periodicals were produced during 1915
by the

W. F. HALL PRINTING CO.
CHICAGO

Charles Francis Press

is especially equipped to handle
and expedite orders for high grade

PROCESS COLOR HOUSE ORGANS

and kindred printing
Service the very best

Printing Crafts Building, New York City
EIGHTH AVE., Third to Sixth Sts.

ARROW PRESS, INC.

"Salesmanship in Print"

We are pleased to tell you
that our campaign of ad-
vertising in *Printers' Ink* is
very successful.

We have had many direct
answers from this adver-
tising, and through this
publicity we now have in
our plant orders from sev-
eral well-known advertisers
and two prominent adver-
tising agencies.

Our company being entirely
new to your readers makes
us feel that future results
will be equally as satisfac-
tory as the few ads that
have appeared.

Printers' Ink certainly does
cover the advertising field.

Cordially yours,

ARROW PRESS, INC.
(Signed) G. P. Farrar

Engraving—Designing—Electrotyping

A Handy Buyer's Guide for Advertisers,
Advertising Agents and Publishers

WE aim to give you the best plates,—in the *quickest possible time*,—and, at a *fair price*. How well we have succeeded is evinced by our ever increasing business.

Metropolitan Art Craft Co.
2 Duane St. New York
Telephone Beekman 4598

"THE KIND THAT'S FIT TO PRINT"

*A good Picture
is worth a ...
Million Words*

ARTHUR BRISBANE
BEFORE THE ADVERTISING CLUB
THE STERLING ENGRAVING CO.
NEW YORK CITY
Artists - Engravers

200 WILLIAM ST. 10TH AVE. AND 36TH ST.
TEL. 2900 BEEHMAN TEL. 2900 BREELEY

Photo-Engraving

in all its branches

LENZ
PHOTO-ENGRAVING CO.
Printing Crafts Building
New York

Advertising Service

"We wish to say that your service has been all and more than you said it would be when you solicited our business and we naturally feel well satisfied.

Yours very truly,
Feb. 28, 1916 THE ERICKSON CO."

THE GILL
ENGRAVING COMPANY
140 Fifth Ave. New York

THE
COLORPLATE ENGRAVING CO.
SCHIRMER BUILDING 313-319 WEST 43rd ST.
NEW YORK
J.E. RHODES President Phone 4460 4461 MYANT



QUALITY COLOR PLATES

Mats & Stereos
OF THE BETTER GRADE
QUICK SERVICE
J. T. BUNTIN
INC.
209-219 W 38TH STREET
NEW YORK

ELECTROTYPE SERVICE IN CANADA

*Save Duty—
Save Express—
Save Delay—*

by having your Canadian electrotypes made in Canada by the

RAPID ELECTROTYPE COMPANY
OF CANADA
MONTREAL, TORONTO, and WINDSOR

SCIENTIFIC
ENGRAVING CO.
406-426 W. 31st St., New York
Telephones Chelsea 2117-2118-2229
Best Equipped Plant in New York
Guarantee you finest plates at reasonable rates
FINE PLATES

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1833 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATTHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60.

JOHN IRVING ROMER, Editor.

NEW YORK, DECEMBER 14, 1916

Will the Advertising Business Be Caught Napping?

PRINTERS' INK has repeatedly warned its readers that the time would come when advertising would be placed squarely on trial as an economical factor in distribution: when the advertising industry would have to give a fair and definite answer to the question as to whether the total advertising investment—now close to a billion dollars a year in all probability—actually reduces the cost of goods to the consumer, or is in reality an added burden which the public must bear. Unless all signs fail, that time is rapidly approaching, and it is most likely that advertising will be placed on its defense within the next few months. It behooves the advertising world to be ready with its evidence when the case is called.

The Federal Government is getting ready to investigate the high cost of living, with special reference to systems of distribution.

Several bills have been introduced in Congress providing for special commissions; the Department of Justice is proposing a series of Grand Jury investigations; the Federal Trade Commission and the Interstate Commerce Commission are proceeding independently.

Advertising, as the most prominent factor of distribution, cannot escape being called to render an account of itself. It is highly probable that it will be bitterly attacked on the ground that it represents only an added expense which the consumer must pay. Will the advertising fraternity be ready with the positive evidence to show that, so far from increasing the cost of living, advertising actually reduces it, or will the case be permitted to go by default?

Many readers will remember the report of the Massachusetts commission, back in 1908, which discovered that the high cost of living was due in large part to enormous and extravagant expenditures for advertising. That was bad enough, although the investigation was merely local in its scope and the commission had no authority except to investigate and report. Suppose, however, that one of the various congressional commissions, or the Federal Trade Commission, makes a similar discovery? Its effect upon an already irritated and suspicious public can easily be imagined, to say nothing about its possible results in hampering and restrictive legislation.

Advertising will be placed on trial without a shadow of doubt. And it is up to the advertising fraternity to defend it. Some strong organization of advertising men—the Advertising Agents' Association, the Associated Advertising Clubs, or the Association of National Advertisers—should be ready with the evidence when the time comes. It must be real evidence, too; not comfortable theories about the effects of advertising in the abstract. It will be necessary to show specifically that advertising has enabled the consumer to buy goods of bet-

ter quality at no increase in price, or to buy goods of the same quality at a lower price. It will be necessary to show that advertising has reduced selling costs by a margin which is greater than the total expenditure for advertising. It will be necessary to produce a volume of facts and figures which is great enough to command respect and enforce conviction upon unwilful and possibly hostile minds.

Much evidence of that sort has been published in the columns of PRINTERS' INK. In the issue for January 22, 1914, for example, we published figures from twenty-nine leading advertisers, showing the effect of advertising upon the quality and the prices of their goods. Those figures would need only to be brought down to date to form an extremely striking exhibit. On the subject of reducing selling costs by advertising, PRINTERS' INK has published quantities of facts and figures. Three weeks ago we printed a table of comparative wholesale prices of commodities, furnished by Bradstreet's, which shows in general a greater increase of prices in those industries where advertising is little used than in those which are well advertised. The evidence exists; it needs only to be collected and properly presented. The advertising agents of the country ought to be able to produce almost innumerable instances of the beneficial effects of advertising in reducing the cost of distribution.

The essential thing is that the advertising interests shall not be caught napping. It is commonly reported that the Willys-Overland Company intends to invest \$3,000,000 in advertising for 1917. How much do you suppose that figure would be reduced if a congressional commission should solemnly declare that the cost of advertising was inevitably added to the cost of the goods, and that the way to reduce the high cost of living was to discourage advertising by patronizing those concerns which do not advertise? Such a pronouncement is not by

any means beyond the bounds of probability, and every branch of the industry ought to do its share toward preventing it.

A Vindication of the "Tribune's" Campaign The award of six cents damages against the New York Tribune for libel in accusing a merchant of fraudulent practices, as noted in last week's PRINTERS' INK, will hardly afford encouragement to the numerous other concerns which have similar suits pending against the publication,—claiming damages, it is stated, in excess of a million dollars. The Tribune is quite justified in taking the verdict as a vindication of the motives which are behind its campaign against fraudulent advertising. In effect the jury finds that it is technically guilty of libel, but the complainant is so little worthy of sympathy that he must pocket whatever loss has come to him as a result of the exposure.

Advertising men have been watching the Tribune's campaign with much interest, and also, it must be confessed, with some misgivings. Some have felt that the newspaper was assuming a duty which really belonged to the public prosecutor, and that unless its work were carried on with the greatest care and its zeal held firmly in check, there was grave danger that injury would be done to many innocent concerns. The outcome of the first libel case is reassuring on that score, as showing that the investigators are pretty sure of their ground. And further reassurance is afforded by the conviction, a day later, of one Ackron, who had been accused by the Tribune of passing off talking machines labeled "Victrola" as genuine Victrolas.

Another objection, more commonly heard perhaps, is that the wide publicity which is being given to these instances of fraudulent advertising will lead readers to become suspicious of all advertising appeals. That same objection was frequently brought

against the campaign for the PRINTERS' INK Model Statute, and is one of the reasons why prosecutions under the law are generally carried on as quietly as possible, while the law is seldom invoked until after moral suasion has failed to reach the offender. It is highly probable, however, that the good which is accomplished by the *Tribune's* campaign far outweighs the harm done by giving so much publicity to the seamy side of advertising. The result of those cases which have actually been brought to an issue in the courts goes to show that accusations are not made without pretty good warrant which can be substantiated with facts.

Untimely Heckling by Congress

Advices from Washington seem to indicate that publishers are to be subjected to the biennial heckling on second-class postal rates, in spite of the Postmaster-General's partial withdrawal of his recommendations on the subject. As noted elsewhere in this issue, Mr. Burleson is willing to give publishers a chance to meet the tremendous increase in costs of production before saddling them with the additional burden of increased transportation charges. His letter to Representative Moon at the very least evidences a desire to see fair play. But the worthy chairman of the Committee on Postoffices has no such compunctions, and the bill providing for a peculiarly obnoxious and inequitable system of zone rates is introduced as per schedule.

At a time when the whole publishing industry is perplexed and harassed by an unprecedented situation, it does seem as though the much-agitated subject of second-class rates might be allowed to lay over. Congress evidently does not appreciate how serious the situation really is, with hundreds of publications threatened with suspension through inability to get paper stocks, and all publishers facing increases in costs

which run, in some cases, as high as two hundred per cent. The paper bill of the Kansas City *Star*, for example, shows an increase of more than \$600,000. With many publishers it is not a question of profits, but of keeping going at any cost. There has never been a time when an increase in the second-class rates would be so generally disastrous.

But if Congress has no compunctions on that score, it might at least have proposed some more equitable method of raising second-class rates than is represented by the zone plan. If second-class rates are to be raised, they ought to be raised in equal ratio for all publishers in the same class. Why discriminate against the publications with national circulations which are mailed from New York or Philadelphia, San Francisco or Seattle? Why give the publisher in Chicago or Denver or Topeka a marked advantage over his competitor at either extremity of the continent? We imagine that advertisers will have something to say, too, about this sudden proposal to tax national circulations and place a heavy premium upon circulation which is located within 300 miles of the publication office. In these days, when Americans are being urged to think as a unit and act as a unit, such a proposal is a most decided step backward. A better scheme to promote provincialism could hardly be devised.

The American Tobacco Company's Advertising Agencies

Agencies which are handling the advertising of various brands of the American Tobacco Company are as follows: Egyptienne "Straights" and Bull Durham, E. J. Goulston Advertising Agency, Boston, Mass.; Tuxedo, Frank Presbrey Company, New York; Mecca, J. Walter Thompson Company, New York; Lord Salisbury, W. K. Cochrane Advertising Agency, Chicago; Omar, Erwin & Wasey Company, Chicago; Pall Mall, Husband & Thomas, Chicago; Sovereign, Collin Armstrong, Inc., New York; Sweet Caporal, Hanff-Metzger Co., New York; Admiral and Mayo's Cat Plug, Federal Advertising Company, New York; Piper Heidsieck and Old English, Sherman & Bryan, New York; U. S. Marine, John Hawley Company, New York; Nigger Hair, Williams & Cunningham, Chicago.

Did You See LIFE'S Christmas Annual?

We received many compliments on our Christmas Annual applying to text and advertising. From every standpoint it is the greatest number LIFE ever published.

The ups and downs of many magazines are not a matter of secret history. That LIFE in its 33rd year should enjoy an ever-increasing volume of advertising patronage is evidence of LIFE'S upward trend and stability.

LIFE prospers because of its being a *true* medium.

If you were not represented in the Christmas Annual, avoid regrets next year—specify the Annual, December 6th, in your 1917 list.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

BEGINNING with the February issue, the Financial Department of the METROPOLITAN will be conducted by DR. CHARLES W. GERSTENBERG, Director of the Department of Finance of the New York University School of Commerce, Accounts and Finance.

Dr. Gerstenberg's first article will discuss the subject of Foreign Bonds and Super Safe Public Utility Bonds. And through the columns of the METROPOLITAN each month he will answer investment inquiries from the readers of the magazine.

O. H. CARRINGTON
MANAGER OF ADVERTISING

Metropolitan

"THE LIVEST MAGAZINE IN AMERICA"
432 FOURTH AVENUE NEW YORK

DECEMBER MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES FOR
DECEMBER(Exclusive of publishers' own
advertising.)

STANDARD SIZE

	Pages.	Agate Lines.
Review of Reviews.....	140	31,416
Harper's Magazine.....	124	27,804
Scribner's	119	26,703
World's Work	107	24,052
Atlantic Monthly.....	85	19,226
Century	80	18,092
St. Nicholas.....	70	15,871
Everybody's	59	13,431
Red Book.....	54	12,248
Bookman	41	9,271
Popular (2 Nov. issues)...	35	8,058
Photoplay	34	7,771
Munsey's	34	7,763
Motion Picture Magazine..	30	6,806
Wide World.....	25	5,814
Snappy Stories (2 Dec. issues)	22	5,166
Blue Book.....	21	4,872
Ainslee's	20	4,579
Smart Set.....	9	2,190

FLAT SIZE

	Columns.	Agate Lines.
Cosmopolitan	329	47,041
McClure's	161	27,526
American	176	25,286
Metropolitan	140	23,870
Sunset	138	19,743
American Boy	97	19,500
Hearst's	93	15,811
Boys' Life	91	12,174
Boys' Magazine	64	11,449
Current Opinion.....	56	7,910

VOLUME OF ADVERTISING IN
WOMEN'S MAGAZINES(Exclusive of publishers' own
advertising.)

	Columns.	Agate Lines.
Vogue (2 issues).....	821	127,338
Harper's Bazar.....	379	63,775
Good Housekeeping.....	363	51,911
Ladies' Home Journal....	198	39,600
Woman's Home Companion	128	25,784
Pictorial Review.....	114	22,902
Delineator	101	20,361
Woman's Magazine.....	86	17,338
Designer	85	17,134
People's Home Journal....	60	12,086
Ladies' World.....	53	10,726

We Have Just Closed the February Metropolitan the Greatest Issue in Our History

More lines of advertising;
more advertising revenue;
greater editorial features;
more of everything that
makes the

METROPOLITAN
"The Livest Magazine in
America"

And with this number
we are publishing our
Third Annual Motor Trade
Number Dealers Supple-
ment sent to 23,000 leading
Automobile and Accessory
Dealers in this country.

Metropolitan

O. H. CARRINGTON
Manager of Advertising

432 FOURTH AVENUE, NEW-YORK

	Columns.	Agate Lines.
McCall's	78	10,521
Modern Priscilla.....	58	9,829
Southern Woman's Mag...	47	8,395
To-day's Magazine.....	41	8,372
Housewife	41	8,357
Holland's Magazine.....	42	8,008
Mother's Magazine.....	55	7,700
People's Popular Monthly.	36	6,991
Needlecraft	28	5,468
Home Life.....	27	4,741

**VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES CARRY-
ING GENERAL AND CLASS
ADVERTISING**

(Exclusive of publishers' own
advertising.)

	Columns.	Agate Lines.
Vanity Fair.....	488	77,156
Popular Mechanics (pages)	187	41,893
System (pages).....	164	36,795
Country Life in America..	214	36,068
Theatre	155	26,080
Popular Science Monthly (pages)	105	23,624
House & Garden.....	90	14,224
Field & Stream.....	82	11,726
National Sportsman (pages)	49	11,148
International Studio.....	75	10,528
Physical Culture.....	43	9,632
Arts & Decoration.....	62	8,776
Illustrated World (pages).	36	8,212
Travel	50	7,116
Forest & Stream.....	40	6,008
Outdoor Life (pages).....	53	5,936
House Beautiful.....	40	5,891
Garden	39	5,463
Outing	24	5,443
Golf Illustrated.....	38	5,426
Extension Magazine.....	28	4,760
Countryside Magazine.....	26	4,418
Outer's Book (pages).....	18	4,093
Recreation	24	3,479
Craftsman	9	2,072

**VOLUME OF ADVERTISING IN
CANADIAN MAGAZINES**

(Exclusive of publishers' own
advertising.)

	Columns.	Agate Lines.
Everywoman's World.....	123	24,620
Canadian Courier (4 Nov. issues)	124	22,872
MacLean's	139	19,530
Canadian Home Journal...	84	16,815
Canadian Magazine (pages)	66	14,840

**VOLUME OF ADVERTISING IN
NOVEMBER WEEKLIES**

(Exclusive of publishers' own
advertising.)

Nov. 1-7	Columns.	Agate Lines.
Saturday Evening Post.	202	34,503
Town & Country.....	145	24,476
Literary Digest.....	151	22,199
Collier's	59	11,280
Independent	65	9,120
Scientific American....	43	8,656
Christian Herald.....	50	8,528
Life	55	7,707
Leslie's	37	6,392
Youth's Companion.....	19	3,876
All-Story (pages).....	16	3,674
Judge	22	3,080
Churchman	18	2,958
Outlook (pages).....	9	2,184
Associated Sunday Mags.	12	2,179
Every Week.....	12	2,160

November 8-14

Saturday Evening Post.	186	31,620
Literary Digest.....	149	22,038
Town & Country.....	106	17,814
Collier's	76	14,415
Leslie's	51	8,648
Christian Herald.....	35	6,113
Life	38	5,438
Independent	32	4,532
Scientific American....	16	3,194
Outlook (pages).....	14	3,192
Illustrated Sunday Mag.	17	3,133
Every Week.....	16	2,946
Judge	20	2,828
Associated Sunday Mags.	14	2,513
All-Story (pages).....	11	2,500
Churchman	13	2,176
Youth's Companion.....	10	2,000

November 15-21

Saturday Evening Post.	220	37,468
Town & Country.....	147	24,818
Literary Digest.....	144	21,181
Collier's	70	13,406
Leslie's	50	8,563
Independent	51	7,190
Life	50	7,092
Scientific American....	19	4,005
Outlook (pages).....	17	3,864
Judge	27	3,850
Youth's Companion.....	18	3,751
All-Story (pages).....	13	3,112
Christian Herald.....	18	3,112
Every Week.....	14	2,603
Associated Sunday Mags.	14	2,570
Churchman	13	2,324

Printers' Ink Rates

\$75 a page	\$150 double-page
37.50 half-page	18.75 quarter-page
Smaller space, 40c. per agate line	
Minimum, one inch	

PREFERRED POSITIONS

Second Cover . . . \$90	Page 5 \$100
Pages 7, 9, 11 or 13	90
Standard Center Spread [2 pages]	180

SPECIAL

Extra Color: \$30 extra for two pages or less. For more than two pages, \$15 per page, per color.

Inserts (4 pages or more). \$75.00 a page when furnished complete by advertiser.

Center of special four-page form—\$180 (furnished complete by advertiser).

DISCOUNTS

2% when check is received within ten days of date of bill.

6% on yearly contracts when full year is paid in advance and at least quarter-page copy appears once a month for 12 consecutive months.

No discounts for time or space, but preference in position is given to advertisers on contract according to volume of business.

CLASSIFIED ADVERTISING

40c. a line flat. Not less than 5 lines on one-time orders. No advertisement can exceed 35 lines.

INFORMATION

Width of Column	1 ¹³ / ₁₆ inches
Width of Page	3 ³ / ₄ inches
Depth of Page	7 inches

Publication day, Thursday

First forms close preceding Friday

Final forms close preceding Monday

185 MADISON AVENUE :: NEW YORK

		Agate				Agate	
		Columns.	Lines.			Columns.	Lines.
November 22-28				Totals for November			
Saturday Evening Post.	178	30,418		Saturday Evening Post.....	134,009		
Collier's	86	16,381		Literary Digest.....	79,463		
Outlook (pages).....	67	15,012		†Town & Country.....	67,108		
Literary Digest.....	95	14,045		Collier's	55,482		
Leslie's	39	6,760		*Leslie's	37,837		
Life	44	6,263		*Life	33,315		
Christian Herald.....	36	6,240		*Outlook	29,236		
Independent	34	4,804		*Christian Herald.....	25,897		
Judge	33	4,674		Independent	25,646		
Scientific American.....	22	4,571		Scientific American.....	20,426		
Illustrated Sunday Mag.	23	4,210		*Youth's Companion.....	17,550		
Churchman	22	3,777		Judge	14,432		
Youth's Companion....	17	3,551		All-Story	11,502		
Every Week.....	12	2,243		Churchman	11,235		
All-Story (pages).....	9	2,216		Every Week.....	9,952		
Associated Sunday Mags.	11	2,030		Associated Sunday Mags....	9,292		
				†Illustrated Sunday Mag....	7,343		

November 29-31

Leslie's	43	7,474
Life	48	6,815
Outlook (pages).....	22	4,984
Youth's Companion....	21	4,372
Christian Herald.....	11	1,904

‡ 3 issues.

* 5 issues.

† 2 issues.

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publishers' own advertising.)

		Agate	
		Columns.	Lines.
1. Vanity Fair	488	77,156	
2. Harper's Bazar	379	63,775	
3. Good Housekeeping...	363	51,911	
4. Cosmopolitan	329	47,041	
5. Popular Mechanics (pages)	187	41,893	
6. Ladies' Home Journal	198	39,600	
7. System (pages)	164	36,795	
8. Country Life in America	214	36,068	
9. Review of Reviews. (pages)	140	31,416	
10. Harper's Mag. (pages)	124	27,804	
11. McClure's	161	27,526	
12. Scribner's (pages)....	119	26,703	
13. Theatre	155	26,080	
14. Woman's Home Companion	128	25,784	
15. American	176	25,286	
16. Everywoman's World..	123	24,620	
17. World's Work (pages)	107	24,052	
18. Metropolitan	140	23,870	
19. Popular Science Monthly (pages)	105	23,624	
20. Pictorial Review.....	114	22,902	
21. Delineator	101	20,361	
22. Sunset	138	19,743	
23. MacLean's	139	19,530	
24. American Boy	97	19,500	
25. Atlantic Monthly (pages)	85	19,226	

Every Week the Associated

A growing circulation—
A growing influence on
women as well as men—

*One million
circulation guaranteed*

95 Madison Avenue
New York
105 N. Wabash Avenue
Chicago
24 Milk Street
Boston, Mass.

"PARKER, we'd like to use St. Nicholas next year," said an agent. He was *not* a typical agent because he had never used St. Nicholas. "We realize the influence it has in forming family opinion—but our client is not using any juvenile magazines."

"Look here, my friend," I said, "you wouldn't refuse gold coin because it came from the Washington mint instead of the Philadelphia mint, would you?"

"No, but—"

"That's just it," I said, "you've been saying 'but' to us for years, and all the time we've been producing business for dozens of the keenest space buyers in the business. Here is a high-class magazine that can take the story of your goods right into the *center* of the home, make your product the subject of *family discussion* and inspire for it the enthusiasm of the most responsive group of people on the face of the earth. Take any copy of St. Nicholas and study its pages—you can't help but see why we are enthusiastic and why we believe in its unique value for concerns like you talk about."

"I know—but a man can't use everything."

"Say, listen," I said, "I'm not asking you to use anything except discrimination. This product* we're talking about is something the whole family is interested in. Therefore, you want to sell the family as a unit. Therefore, you want to advertise in a magazine that interests the whole family."

Then I tried to show him what the magazine is all about, and I think I did—because every once in a while, as we ran through it together, I'd hasten over something I knew he'd be interested in—and every time he'd say, "What was that?"—and turn back to read something. Every once in a while he'd say, "I didn't know that," as he struck some one of the many educational features of St. Nicholas. The man is open-minded, but how he does hate to do anything he hasn't done before!

Did I sell him?

He said I did.

Did he place an order for 12 pages, costing \$1,350?

He did not!

It takes courage to get out of a rut.

Don M. Parker

Advertising Manager.

* A high class "food product" advertised almost exclusively in women's publications. Will you please name for me, Mr. Reader, a better woman's publication than St. Nicholas? Read by mothers because they are first of all interested in what their children love.

"PRINTERS' INK'S" FOUR-YEAR RECORD OF DECEMBER ADVERTISING

GENERAL MAGAZINES

	1916	1915	1914	1913	Total
Cosmopolitan	47,041	22,053	30,160	37,744	136,998
Harper's Magazine.....	27,804	26,436	27,216	26,012	107,468
Review of Reviews.....	31,416	26,250	22,907	26,202	106,775
World's Work.....	24,052	24,584	23,548	24,601	96,785
McClure's	27,526	30,036	17,584	21,083	96,229
Scribner's	26,703	18,708	22,253	25,480	93,144
Metropolitan	23,870	23,217	20,407	16,448	83,942
American	25,286	16,400	14,118	18,447	74,251
Sunset	19,743	13,450	13,968	25,788	72,949
Atlantic Monthly.....	19,226	18,091	12,768	19,712	69,797
Hearst's	15,811	17,582	13,692	21,392	68,477
American Boy.....	19,500	19,131	13,829	12,186	64,646
Century	18,092	13,930	15,820	15,120	62,962
Everybody's	13,431	13,426	15,508	20,217	62,582
St. Nicholas.....	15,871	14,461	11,550	10,304	52,186
Munsey's	7,763	8,442	12,159	11,669	40,033
Current Opinion.....	7,910	8,927	10,640	12,242	39,719
Red Book.....	12,248	10,640	7,616	8,064	38,568
Boys' Magazine	11,449	9,802	7,247	8,624	37,122
Ainslee's	4,579	5,075	5,600	6,272	21,526
	399,321	340,641	318,590	367,607	1,426,159

WOMEN'S MAGAZINES

Vogue (2 issues).....	127,338	109,989	89,689	103,105	430,121
Harper's Bazar.....	63,775	43,602	28,692	8,650	144,719
Ladies' Home Journal.....	39,600	28,453	25,088	26,800	119,941
Good Housekeeping.....	51,911	20,902	20,341	24,586	117,740
Woman's Home Companion.....	25,784	22,304	19,385	23,250	90,723
Delineator	20,361	18,818	17,206	20,387	76,772
Pictorial Review.....	22,902	17,000	14,900	15,000	69,802
Woman's Magazine.....	17,338	15,201	11,923	15,858	60,320
Designer	17,134	15,097	12,032	16,000	60,263
Modern Priscilla.....	9,829	10,689	10,995	12,096	43,609
McCall's Magazine.....	10,521	10,079	8,541	12,795	41,936
People's Home Journal.....	12,086	11,737	8,931	8,559	41,313
Ladies' World.....	10,726	10,800	11,000	8,200	40,726
Housewife	8,357	10,548	10,401	10,201	39,507
Mother's Magazine.....	7,700	8,579	9,928	10,020	36,227
	445,362	353,798	298,052	315,507	1,412,719

CLASS MAGAZINES

Vanity Fair.....	77,156	62,116	28,551	32,674	200,497
Country Life in America.....	36,068	30,240	28,728	35,769	130,805
Popular Mechanics.....	41,893	31,192	25,032	25,900	124,017
System	36,795	27,344	24,360	25,490	113,989
Popular Science Monthly.....	23,624	15,956	17,556	16,786	73,922
Theatre	26,080	20,258	10,940	12,946	70,224
House and Garden.....	14,224	10,922	9,590	10,928	45,664
Field and Stream.....	11,726	9,288	10,500	10,318	41,832
International Studio.....	10,528	9,396	10,049	11,032	41,005
Physical Culture.....	9,632	9,539	8,288	10,050	37,509
Countryside Magazine.....	4,418	8,480	8,428	12,926	34,252
Outing	5,443	6,326	8,064	12,600	32,433
House Beautiful.....	5,969	7,543	7,611	11,207	32,330
Travel	7,116	7,088	7,644	8,666	30,514
Illustrated World.....	8,212	8,160	6,720	7,392	30,484
Garden Magazine.....	5,463	3,505	3,890	7,742	20,600
	324,347	267,353	215,951	252,426	1,060,077

WEEKLIES (4 November Issues)

Saturday Evening Post.....	134,009	99,463	75,433	*110,884	419,789
Literary Digest.....	79,463	63,860	52,133	*68,821	264,277
Town and Country.....	*67,108	*49,622	32,846	*56,820	206,396
Collier's	55,482	53,379	34,073	*49,883	192,817
Outlook	*29,236	28,322	26,068	*37,828	121,454
Life	*33,315	25,794	19,424	27,265	105,798
Leslie's	*37,837	23,898	18,370	16,762	96,867
Christian Herald.....	*25,897	26,606	18,144	22,008	92,655
Scientific American.....	20,426	19,349	16,381	*21,538	77,694
	482,773	390,293	292,872	411,809	1,577,747

* 5 issues.

† 3 issues.

1,651,803 1,352,085 1,125,465 1,347,349 5,476,702



In 1855

"Will they never finish tearing up Broadway?"

From Leslie's, Dec. 15, 1855

During the past 61 years, people have paid us over \$30,000,000 to read Leslie's. They pay us now over \$2,100,000 a year.

Circulation now is eighteen times the circulation of that first year. It could easily be much larger than 420,000 if we weren't much more interested in having Leslie's go to the *largest better-than-average circulation*, rather than to merely as large a number as possible.

There are many circulations larger in *quantity* than Leslie's—but Leslie's has the largest—*three times the largest*—circulation of any \$5-a-year periodical in the world.

For 3,172 consecutive weeks Leslie's has enjoyed a distinctive leadership in the distinctive illustrated weekly field—and because of that distinctiveness has always enjoyed a much higher circulation price than that of its contemporaries. And today Leslie's subscription price is *five times the average* subscription price of the fifty leading magazines.

Do advertisers recognize the value of reaching Leslie's *kind* of people at the same advertising rate as for ordinary circulation?

They do. In the first eleven months of 1916 Leslie's has had an advertising gain of 77,324 lines—on top of a gain of 70,347 lines in 1915. And orders for 1917 show a still further increase.

J. LUTHER D. FERNALD, ADVERTISING MANAGER

Leslie's

Illustrated Weekly Newspaper
Established in 1853

Member of Audit Bureau of Circulations
BOSTON NEW YORK CHICAGO

Using the Right Word Correctly

Have you advertising writers ever stopped in the middle of a sentence because the *right* word wouldn't come? Suppose you had at your elbow a book that would help you find that word?

EVERY-DAY WORDS AND THEIR USES

is that sort of book. Robert Palfrey Utter, Ph.D., associate professor of English at Amherst College, is the author.

\$1.25 Net

Harper & Brothers
New York

\$50.00 PRIZE FOR A NAME

The manufacturers are preparing to place on the market a full line of new, high grade

25c Phonograph Records

Think of a name and send it in at once. If your name is selected as the best one submitted, you will receive the check for \$50.

Agency Copywriters, Advertising Managers, Publicity Men—in fact, any reader of this advertisement may compete. Send in one, or as many good names as you can think of. In the event that one or more contestants submit the name finally selected as the best each will receive a check for \$50.

We want a **QUALITY** name for a **QUALITY** record. For although these records will sell for only 25c, they are the equal of the very finest of the large records. Eminent musicians have declared that they surpass a large majority of the 75c to \$1.25 records.

They are what are known as the double-faced (or double-disc) "Hill and Dale" records, and play as long as any 10-inch records.

We want a coined name so that we can register it. Coined words are not in the dictionary. "Uneds" is a coined word. The name must be easy to remember, catchy and simple to say. If you can suggest a **SLOGAN** to tie up to the name, you will stand a better chance of winning.

All envelopes must show a post mark prior to December 24. Award will be made the first week in January.

SOMEONE will win the \$50—why not **YOU**? At any rate try. Address "P. N." Box 192, care Printers' Ink, New York City.

By-Product of Good Will in Public Service Advertising

Ohio Central Stations Extend Use of Advertising to Sell Appliances and Not Merely to Increase Sale of Current—How Regular Publicity Is Helpful to Companies in Emergency

A STRONG indorsement of advertising as a means of securing new business and building up good will was given by various members of the New Business Committee of the Ohio Electric Light Association, at a meeting held in Cincinnati on November 21st. The question came up incidentally, in connection with the general discussion of means of getting additional business, especially for the holiday season, during which the sale of electrical appliances is to be pushed vigorously.

Secretary Hillam, who is public-utility man, pointed out that the man who expects to get ten dollars for every dollar he spends for advertising will be disappointed. But he declared that from the standpoint of the public-utility company, not only the results traceable in the form of direct business for the appliance department should be credited to advertising, but the good will which results from advertising.

"As a rule, your company is the only company in its field in the municipality where it does business," Mr. Hillam said, in substance. "In consequence, the traditional and usual public attitude toward it is one of enmity and suspicion. Advertising tends to counteract this attitude, if the advertising is of the right sort; and at those times when it becomes necessary to go before the public in support of a matter of interest to the public, or in defense of an attack upon it, your advertising will meet with much greater success if your company's name has become familiar in connection with a previous regular series of advertisements."

In Massillon, a town of 16,000 persons, a member stated that in a few years the company's business has increased very largely, due largely to its advertising, especially in the department of appliances. Recently the company disposed of \$95,000 of an issue of \$125,000 of preferred stock in the city by means of large advertisements, which by special arrangement were placed in front-page positions. It was pointed out that the placing of this stock in small lots among the company's customers constituted a source of strength which could not be overestimated.

A few years ago electrical appliances were not sold by the central-station companies, the business being left to the electrical store, usually conducted in connection with a contracting business. It was found, however, that the business required vigorous methods and intelligent application of merchandising principles, including advertising, and that few merchants in the electrical business were prepared to give the necessary work to the development of the business. At first the companies regarded appliances purely as a means of increasing their revenue from the sale of current, and even this furnished an incentive to increase the use of such appliances.

Later, however, and within the past year or so, it has been demonstrated that there is plenty of profit in such sales for their own sake; and it was developed at the Ohio meeting that the universal custom now is the strict maintenance of list prices for the various accessories sold and the earning, therefore, of a legitimate profit. One good example of the amount of Christmas business now handled by live appliance departments of central stations was given by the representative of the Toledo Railway & Light Company. He stated that last December his force of twenty-four salesmen disposed of \$44,000 worth of appliances, after setting the mark at \$50,000. This year the figure has been set at \$75,000 for the month.

Advertising Manager Sales Manager or Advertising Salesman

Man with over 12 years' successful experience as advertising manager and salesman of advertising desires change.

As advertising manager he had splendid merchandising and advertising experience with one of the greatest companies in its line in America.

This position gave him an excellent knowledge of newspaper, magazine, trade-journal, street-car and outdoor advertising, as well as house-organ and dealers' help material covering a wide scope.

He knows printing, lithographing, art work and engraving and how to buy to his employer's best interests.

This, coupled with additional invaluable experience gained in selling advertising of a high-grade nature to, and co-operating with, concerns in practically every line of industry, makes him a well-rounded-out advertising or sales manager, salesman of advertising, or service manager, copy-man, or representative for agency, or publisher's representative.

Married and about 35.

One hundred and twenty-five dollars a week salary or drawing account with opportunity of earning more on bonus or commission arrangement. "B. W.," Box 186, care PRINTERS' INK.

Technical Writer

A large New England steel specialty company requires the services of a technical writer in its Advertising Department. In reply state your education, experience and the work for which you have been responsible. If possible send samples of your work. Replies will be regarded as confidential. Salary \$1,500.00.

Excellent opportunity for advancement.

Address, "Steel" Box 189
Care of Printers' Ink

The Little Schoolmaster's Classroom

CYNICAL New York newspaper men like to recount the experiences of a cub reporter who was detailed to cover one of the sporadic labor disturbances at Bayonne, N. J. These local tiffs down in Jersey between employers and employed usually keep the ambulances and an undertaker or two on the go, as you may know.

The novice in journalism, no whit fazed by the heat of the fray, was busily interviewing a striker, jotting down the latter's words in all their picturesque ardor and local color, when a flying bullet hit the striker and—in his words—*spoiled the story.*

* * *

The Schoolmaster, recalls this incident with some emotion in view of the following situation. It seems that the little island of Iceland, containing some 200,000 inhabitants and two jobbers who handle everything from A to Izzard, has been shut off from Europe, its usual source of supply, during the war. Thereupon the Icelanders went to work and purchased two steamers that have been plying back and forth to the United States.

Recently the New York wholesale house of R. C. Williams & Co. sold one of the Iceland jobbers a bill of its Royal Scarlet products. Now, more than this—this New York house proposed to advertise in the Iceland newspapers. These papers usually print no pictures, so you can figure for yourself the display this company's copy would achieve in a barren expanse of type. Space was mortised between the illustrations for the Icelandic text to be inserted. All well and good; when the first ad should appear and the paper be brought to this country, the Schoolmaster was to have the story.

Alas, then, on opening this morning's paper he reads that the steamer with its freight, and therefore its potential story, has been lost.

The way of the censor is never without its thorns, as Artemas Ward, of Ward & Gow, can testify. In his efforts to protect his clients from proximity to possibly offensive advertising matter, Mr. Ward exercises a censorship that often attracts backfire. It requires considerable tact to persuade some of those whose "paper" is refused that this stand is only taken in a neutral attitude of fair play, and quite often tact alone is unable to show them the light that shines alike on land and sea.

Recently the company refused paper for a limited time, \$600 contract; to be explicit, a poster advertising a bazaar in Madison Square Garden for the benefit of the families of the Irishmen shot for their participation in the recent Irish rebellion. The poster in question portrayed the shooting of Provisional President Connolly by a firing squad of English soldiers. It was a crude piece of work, according to the company's standards, and in Mr. Ward's eyes, "offensive to public taste."

For his discrimination he was later sued for \$50,000 damages for breach of contract, and because he personally heaved a process server who made himself objectionable out of his office, Mr. Ward is also being sued for \$2,000 damages for personal assault. So censorship, you notice, has its trials.

* * *

Another poster that was refused recently was the Republican National Committee's, "He has neglected Me and Mine"; this, although Mr. Ward was personally in favor of Mr. Hughes. But from a business standpoint, the National Biscuit Company, say, might object to having alongside one of its posters a graphic portrayal of a man being bayoneted by another.

At another time, during a former political campaign, the New York woman's suffrage party was

negotiating for car and station space. In the meanwhile, all the other parties, including the anti-suffragists, took space, and when the "pros" finally made up their minds, there was no space for them. They thereupon appealed to the Public Service Commission, alleging that Ward & Gow

avored the "Antis" cause, and had therefore discriminated against the "Pros," whereas it had been simply a cut-and-dried business proposition of "take it or leave it," and "first come, first served."

If the way of the transgressor is hard, the path of the neutral

How to Sleep

Some people think they know this. If you have doubts, you should read two articles in the current issue of GOOD HEALTH. One is entitled "How to Get to Sleep"—the other "The Hygienics of Outdoor Sleeping." Both are mighty practical reading for anyone who does not sleep well. You can have these articles for the asking, if you are a "man who decides" about the investment of advertising appropriations. To others, the price of GOOD HEALTH is now 20c—January issue 25c.

Advertising
Manager

GOOD HEALTH

1812 W. Main St.
Battle Creek, Mich.



Practical Value!

"At the grave risk of prompting you to increase your advertising rates," says one of our advertisers, "I am writing to say that the publicity I get from my quarter page in your directory seems to be of more practical value than any other advertising."

One reason why 80% of the advertisers in the New York City Telephone Directory renew is because the telephone book brings business consistently.

Next issue goes to press January 23, 1917.
For space, telephone, call or write—

New York Telephone Company

Telephone Cortlandt 12000

Directory Advertising Department

15 Dey Street
New York City



"GIBBONS Knows CANADA"

AMERICAN MOTORIST

LARGEST CIRCULATION
IN MOTORING FIELD

With quantity plus quality advertisers get in American Motorist an exceptional advertising medium circulating in every State in the Union among actual car owners and dealers. Circulation 60,000—98% paid-in-advance subscription—100% mail subscription—no news-stand sales—no subscription solicitors—non-returnable. 8500 increase in mail subscription for last six months.

MAIN OFFICE:

RIGGS BLDG., WASHINGTON, D. C.
Member Audit Bureau of Circulations

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN,

NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

if

YOU are interested in the services of a live—energetic, aggressive young man with ability in the publishing field with advertising experience—a knowledge of publishers' problems—an acquaintance in agency circles and with advertisers—Write F. Box 190, Care Printers' Ink.

and the try-to-be-fair dealer is none too smooth. Doubtless there are others who could relate similar trials in their efforts to be fair to all and favor none.

* * *

The layman's ideas of merchandising are often more than ordinarily strange; sometimes enough to occasion amusement among his brother and sister lay men and women. In support of this the Schoolmaster borrows from B. L. T.'s column in the Chicago Tribune the following, captioned, "You Can't Fool Some People Any of the Time":

"The street-car conductor who contended that editors hold up election returns in order to sell more papers is reminiscent of a long-whiskered citizen of Souse Bend when the first automobile appeared in town. It weighed 1,500 pounds and sold for \$1,500. 'A dollar a pound,' sez the l.w.c. 'They make 'em heavy just so's they can sell 'em for more.'"

* * *

Mr. Taylor, in the same issue, contributes another item on a merchandising subject that deserves a place in the records. It is clipped, in turn, from another contemporary, and appears to be the swan song, the "Liebestod" of a retailer's house-organ, intoning in no uncertain accents the simultaneous demise of the business, with certain inferences as to the cause therefor. "Another Good Loser" is the way Mr. Taylor introduces this:

"Probably this will be our last issue of 'Case's Store News' and we wish to thank all of you for your patronage who paid for what you bought, and to those of you who bought and have not and won't pay we hope you will go farther into hell than a pigeon can fly in a week, and get a job shoveling coal. We think anyone who can and won't pay an honest debt is a far worse person than a horse-thief or a dough-bellied or gander-legged, pin-head gambler or bootlegger."

* * *

Looking at a business from the outside point of view, its problem often appears to be simple. But the Schoolmaster is convinced that most, or all, advertising problems grow complex as you begin to get thorough inside information. Take this apparently sim-

ple question: "Is a retailer who sells men's shirts better off to build up his trade on such well-known lines as the Manhattan shirt, the E. & W., or the Bates Street, or is he in the long run the gainer by spending his time on shirts made up with his own label in them?" There are "merchandising experts" who can answer this off-hand. But wait—who is the merchant? Is his reputation now anything like as strong in the community where he does business as the well-known manufacturer's is? Can he reasonably hope to build up a reputation that is equal to the prestige of the manufacturer's brand or that will surpass it? This has an important bearing on the problem.

What may be true with respect to some of the great retailers who are as well known as the best-known manufacturers may be untrue in its application to the general run of retailers. The Schoolmaster had a most interesting chat the other day with the member of a firm of dry-goods merchants who operate a first-class men's goods section. This merchant says that he has no trouble in selling dollar shirts bearing his private label and is convinced that he does well to push dollar goods bearing his own name. He also says that he is surprised at the way silk shirts carrying his own label take with customers. On the other hand, he confesses that when it comes to the madras shirts of the \$1.50 to \$2.50 grades, his customers prefer the well-known brands, and he does not attempt to work against the tide in selling these lines. So, it appears that even in a single line of goods, there are different conditions to consider.

PAUL BROWN

COMMERCIAL ARTIST
436-4th-AVE.
NEW YORK.

ROOM 304
PHONE
7733 MADISON SQ.



413 PAGES 148 ILLUSTRATIONS

I.C.S.
ADVERTISER'S
HANDBOOK

50¢

I.C.S.
HANDBOOK

ADVERTISING!

HERE'S just the book on Advertising that you need to be your always-ready assistant, to answer your many questions, to be your memory for details about the rules and practices, tools and accessories of the Advertising business. It will broaden your knowledge; it will save you days of time each year; it will help you to keep a tight check on advertising and printing expenditures; it will familiarize you with the technical details of the Advertising and Printing Arts.

The Advertiser's Handbook explains the Principles of Advertising; how to write good "Copy"; how to plan and lay out Advertisements; Type and Printing Styles, Illustrations, Engraving, Printing Methods, proper cuts for different papers, Electrotyping, Stereotyping, etc. It teaches Advertising for Stores, Mail Order Businesses, Technical and Trade Papers; Street-Car and Outdoor Publicity; Designing and Preparing "Copy" for Circulars, Catalogs, Booklets, Folders, Sales-Letters. It tells how to plan and conduct small and large Campaigns; how to judge Mediums; how to read Proof; how to Key and Check Advertisements and Publications; the work of the Advertising Agency, etc.

The I. C. S. Advertiser's Handbook has the contents of a full-size book condensed into pocket size, ready to go with you anywhere and be at your instant command. Every statement is clear and concise, every principle is made easy to understand and to apply. It is bound in cloth, red edges, gold-leaf stamping, printed from new, clear type on good book paper, elaborately illustrated and completely indexed.

The regular price is \$1.25, but for a LIMITED TIME you can get a copy, postpaid, for only 50¢

You run no risk! Your money back if desired
International Correspondence Schools,
Box 7153 Scranton, Pa.

We have complete information on alumni papers.
ASK THE COLLEGIATE how these mediums cooperate with their advertisers.

Collegiate Special Advertising Agency, Inc.
503 Fifth Avenue, New York Phone 1423 Murray Hi

Cultivate Canada Ask Us How

We are on the spot
and know conditions

SMITH, DENNE & MOORE

Advertising Agents Ltd.

Lumsden Bldg., Toronto

DO YOU WANT A BUSINESS OR SALES MANAGER?

I am now business manager of an agricultural magazine. University graduate with eleven years' experience in the advertising field.

Have proved ability as a salesman, organizer and successful executive. Will consider change after Jan. 1. "C. M.," Box 191, Printers' Ink.

WANTED Sales and Advertising Assistant

Young man with experience in the different branches of sales promotion work. Excellent opportunity with machinery manufacturers. Give us full details in your first letter. All correspondence will be treated strictly confidential, and no references or employers communicated with, excepting you are first advised and give consent. This will be rigidly followed and you can therefore feel perfectly free to write fully and frankly.

Address "C. J.," Box 188, care Printers' Ink

Oldest and best equipped producers of

Animated Cartoon Advertising

wish to communicate with expert advertising man or agency who can ably represent them among large advertisers

SCENIC FILM COMPANY

Dept. C. Atlanta, Ga.

LIFE CLASS

*exclusively for men
to be given afternoons at the*

VER MEER STUDIOS

116 East 66th Street

EDMUND M. ASHE, Instructor

Term, \$15.00 Phone, 7220 Plaza

How Do You Address Parcel Post and Express Shipments?

The only safe way is to use Gummed Labels that have your name and address plainly printed on them. Gummed Labels on which you can type-write (not scrawl) the name and address of the consignee. Such a label is the

McCOURT

McCourt Labels are printed in perforated rolls and can be addressed on the typewriter in the same way. They save time and absolutely insure delivery or return of shipments.

Send for full particulars and catalogue.

McCOURT LABEL CABINET CO.

R. H. BLACK, Pres.,
53 Bennett St. Bradford, Pa.

The Baker Importing Company has given the mail carrier a new job. Its recent advertisement shows him delivering six piping hot cups of Barrington Hall coffee, along with his regular mail. Advertising writers have put the postman to work at all sorts of things, but rarely has he been used to more striking advantage than in the copy of this coffee advertiser. He stands out on the page like a flaming torch on a dark night.

It is a capital way of visualizing the idea that the company wants to get across, which is to get the reader to send for a trial can of the coffee, or enough to make six cups. With what effectiveness the advertisement presents this proposition! This helps to sustain the contention that the Schoolmaster has often made that a wealth of corking copy material can be found by giving new twists to old ideas.

* * *

A recent custom that dodges the eternal question of whether or not it pays to "fill in" names and address on letters is that of sending the letter along as an obvious circular, but attaching to it a neat label calling the proposition to the special attention of "Mr. Blank"—Mr. Blank's name being written on the label with the typewriter. Some of these labels are ingeniously worded and could hardly fail to get attention. Such a device gives the individual touch to the solicitation and lifts the printed letter out of the commonplace class of "filled-in" letters.

"Old Clothes" Man Advertises

A San Francisco correspondent sends PRINTERS' INK a copy of a form letter sent out by a Valencia street merchant which indicates a commendable ambition to increase his sources of supply. The letter, set in script upon paper of billet dour size, is as follows:

"Dear Madam:

"We acknowledge you that we buy gents' misfit clothing and bric-a-brac.

"Should you have men's suits and ladies goods at present or any time in the future which the gentlemen no longer need, or anything else.

"Please ring us up. We will be very glad to call and quote you a price.

"We appreciate your attention."

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING AGENCY SERVICE

After that 25%!! and—Out-of-Town Publishers

"A service that is USED and BOOSTED by 75% of the New York Magazines MUST BE A CONVENIENCE AND A SAVING."

The other 25% can profitably think this over!!

**CO-OPERATIVE SERVICES
SCHWORM-MANDEL of N.Y.**
460 4th Ave. Madison Square 7206

ADVERTISING FILMS

Advertising plays and educational industrial pictures are made and distributed by the E. I. S. Motion Picture Corp., 205 W. 40th St., New York City.

BALLOONS

Ask AMERICAN BALLOON CO., 38 E. 23rd St., N. Y., for samples of these wonderful trade magnets—the missing link between general publicity and consumer demand. COST IS TRIFLING.

BUSINESS OPPORTUNITIES

Why not advertise your products by Decalcomania Window Transfers? Carry your final suggestion to the buyer when he enters the store. Other successful firms are using them; why not you? Let us show you how to increase your sales with no obligations on your part. Universal Decalcomania Company, Niagara Building, Newark, N. J.

WANTED—An Incentive

Agency service man (30) seeks to buy into fully recognized national agency. Ten years' agency experience; excellent record and references. Wants incentive to hustle. Will invest small amount and part of salary. Can secure and hold profitable business. Salary now \$3,000. Address Box 511.

COLLECTIONS

RESULTS everywhere. Send your slow accounts here for collection. Offices of Benjamin A. Javitz, N. Y. City.

COPIES FOR SALE

1908-1915 inclusive. In A-1 condition. Will sell entire or in part. Make offer for what you want. Herbert Van Duyne, 155 Bank St., N. Y. City. Phone 2065 Chelsea.

PRINTERS' INK FOR SALE

1905, Months Oct., Nov. and Dec.
1906, Jany., Feby., Sept., Oct., Nov. and Dec.
1907, '08, '09, '11, '14, '15, all complete.
\$10.00 for each year, or \$50 complete.
J. D. HEALY,
P. O. Box 786. Milwaukee, Wis.

EMPLOYMENT BUREAUS

High grade librarians, private secretaries, stenographers, indexers and file clerks. Service Bureau, 220 Broadway, New York City. Tel., Court, 4968.

HELP WANTED

EDITORIAL ASSOCIATE WANTED on leading trade paper. Exceptional opportunity for live wire. Box 965.

Big. Special Agency wants experienced Office Manager who has also solicited in New York or Chicago foreign newspaper field. Write for appointment, stating business qualifications briefly. Box 503.

Chicago manufacturing institution has opening for young man who must be good copy writer and correspondent. Give full particulars with application. Salary to start \$25.00 a week. Box 515.

WANTED—ONE COMPETENT LITHOGRAPH SALESMAN TO TRAVEL VIRGINIA AND CAROLINAS. ADDRESS BOX 508, CARE PRINTERS' INK.

Advertising Solicitor: Opportunity for high-grade young man with training on New York paper to solicit in general field for leading special representative. Address, giving complete particulars of experience and salary desired, Box 513.

Advertising Representative wanted in Chicago and vicinity for man's magazine having the largest net paid sworn circulation in its class, members Audit Bureau of Circulations, and the best producer in its field. Willing to pay fair salary to start and increase according to results produced. Box 518.

Subscription Man Wanted

WHO CAN ADD 3000 SUBSCRIBERS WITHIN THREE MONTHS TO ESTABLISHED HIGH-CLASS society weekly magazine near New York. Subscription rate \$4; special rate for campaign \$3. To man who can do this will pay \$2 on each subscription; no salary. Address SOCIETY, Box 516.

WANTED AT ONCE

A combination artist and retoucher for technical publication service department. Must be able to retouch photographs of Machine Tools. This position is permanent. Send samples of finished work. State age and salary wanted in first letter. Box 520.

Assistant in Advertising Department who will be in immediate line for advertising management of concern manufacturing staple but nationally distributed building product. Man with experience in national advertising and direct mail work. For consideration, applicant must include complete details in reply. Box 505.

I WANT A MAN

with an idea, specialty, novelty or publication, in the Printing, Lithographing, Binding or Paper Line, that will keep my Hundred Thousand Dollar Plant so busy on my own stuff that I can cut out, eventually, competitive work for others. It's the finest plant on the Pacific Coast. Box 980.

A man under forty who can write sales-producing copy, preferably one who has had experience in department store, or direct mail-order advertising; must know how to build folders, booklets, newspaper advertisements. Location near New York. In reply state salary wanted, age and experience. Sales Dept., Public Utility, Box 504.

WANTED

The Cutler Publications—the SHOE AND LEATHER REPORTER and THE SHOE RETAILER—want manager for the Ohio district, office quarters in Cincinnati. Must be good advertising man, some editorial work required. Address F. F. Cutler, 166 Essex Street, Boston, Mass.

Live trade journal requires editor whose trade paper experience has made him capable of earning substantial salary. He must possess initiative, complete knowledge of trade-paper editing, snappy style of writing, highly developed news sense, as well as ability to make friends easily.

Only Class A men, American born, need write, stating qualifications, salary expected, etc. Address Box 509.

Aggressive, practical young man, with creative selling ability and pleasing personality, may rise to good position in advertising division on two great Canadian home magazines. Opportunity and education offered. Pay will be advanced commensurate with ability as demonstrated in profitable business secured. Everywoman's World, Toronto.

STOVE SALESMAN

We have an opening for an expert stove salesman, calling on large city trade. Applicant should be familiar with this class of trade and thoroughly conversant with gas and coal ranges. Opportunity also to assist in general sales and advertising work of this company. The Eclipse Stove Co., Mansfield, Ohio.

HOUSE ORGAN MAN WANTED

Wanted—An experienced advertising man to take charge of house organ to retailers. Must have had experience with retail trade and must possess originality and be able to write good forceful articles. Address, stating experience and salary required, Box 507.

ADVERTISING ASSISTANT WANTED

Young man as advertising assistant to manager for large mail-order house. Must understand proof reading, make-up, following up printers, etc. Excellent opportunity for advancement.

Give full particulars of experience, salary, etc., in first communication. Don't call.

Address, Roger W. Allen, care Nugent's Bulletin, 1182 Broadway, New York, N. Y.

WANTED: A REAL advertising man to take charge of Advertising Department of one of the fastest growing organizations in America. Must be a man of force and ideas; one who does not feel he is too big for details and one who will not permit himself to be buried by them. We publish several house organs, use general publicity and get out great quantities of direct literature.

The man we want knows enough about printing and engraving to make attractive layouts—not necessary that he be a finished artist—specify his own type faces and be independent of printer for pleasing effects. Should be a good copy writer and an organizer and systematizer. This is largely a creative position and, all things being equal, we will favor the man who has specialized in direct work and can submit best samples of his own creative ability. Show by your letter and samples you are the man we want. Answer quick, stating age, experience, references, salary wanted, send photograph and say how quickly you can report for work. Samples will be returned if desired.

Address Sales Manager, P. O. Box 814, Indianapolis, Indiana.

We want at once a creative artist of ability; also understands color, figure work and letter; must have had some engraving house experience. Location, Middle West city. Submit samples. State salary. Do not submit samples unless high-class man. Box 525.

MISCELLANEOUS

Wanted

Copy of Geo. P. Rowell's "40 Years an Advertising Agent." State condition and price. Box 501.

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a means of getting in touch with "live" prospects. Advertisements in this department cost 40c per line, figuring 5 words to a line and 12 lines to the inch. No smaller copy than five lines, costing \$2.00, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 185 Madison Avenue, New York City.

POSITIONS WANTED

Live adv. mgr., former cartoonist, special writer big dailies, has a fountain of original ideas, pep, good nature, unique drawings to pour into a bigger opportunity. Box 506.

ADVERTISING-SALES-MAIL ORDER man. Splendid correspondent, printing buyer and copy writer. Age 37, married, best ref. Add. D. J. M., care Donovan & Armstrong Adv. Agcy, Commonwealth Bldg., Phila., Pa.

Retail Advertising Specialist

And editor, highly commended, in present position 10 years. College graduate, broad-gauge business experience, expert head-writer, young, active. "Creative," Box 519.

ADVERTISING MANAGER

with manufacturing house desires change—has ability, energy and experience in planning and selling. University graduate. Age 29. Box 517.

Managing Druggist

CAPABLE MERCHANDISER. CAN MANAGE FOR OR WITH YOU. OPEN FOR ENGAGEMENT SOON. Box 989.

AMBITIOUS YOUNG MAN

wishes to become a salesman with a reliable concern manufacturing motor vehicles or kindred products. He is at present holding a responsible position in the General Sales Office of a large motor vehicle concern. Box 512.

Wanted, an editorial position on the staff of a small magazine or newspaper of 10,000 or 15,000 circulation, by a young man with special editorial training; single, good habits; has working knowledge of the mechanical side of the publishing business. References asked and given. Box 521.

I CAN PRODUCE RESULTS

Equipped with fifteen years active experience supervising, producing and purchasing printing. I know paper, cuts, binding, costs and detail thoroughly. I am seeking a connection where my knowledge may be utilized. Age 36. Salary secondary to desirable connection. Address Box 522.

Copy and Plan Man

Over 2½ years with one of largest national advertisers. Booklets, catalogues, direct-mail folders; general magazine and trade-paper advertisements. Wide range of technical and general products selling in many different fields. References from men you know. Box 510.

Chicago business man wants to become associated with growing progressive concern where ability will be recognized and rewarded. He has had a nationwide experience in developing and engineering sales and distributing plans; good executive; excellent handler and trainer of salesmen; personally acquainted with merchandise brokers, manufacturers agents and wholesale grocers all over the United States and Canada. Best of record and recommendations. Address O. C. W., 918 Hearst Bldg., Chicago.

POWERFUL ADVERTISING

—Specially prepared by prominent New York writer; striking layouts; convincing, quick, sales-increasing advertisements. Box 952.

I HAVE MADE GOOD

as manager of retail store. In dealer co-operation and sales promotion work with big national advertiser. As publicity man, house-organ writer, copy-writer, under a "big" man. As advertising manager and assistant sales manager (engineering line). As copy chief in agency. Age 28. Married. Well educated. Pleasing personality. A thinker and a doer. Seek **BIG OPPORTUNITY** anywhere. Box 502.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

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If editorial worth plus cold, unbiased facts were the standard by which advertising media were measured, **SCRIBNER'S MAGAZINE** would be making sales and building prestige for you.

What the Scribner Analysis Is Not

It is *not* an analysis of an inadequate percentage of the total subscription list.

It is *not* an analysis in a few chosen cities unrepresentative of general conditions.

It is *not* an analysis confined to subscribers residing on well-known and wealthy residential streets.

It is *not* an analysis made by inquiries directed by the publishers.

A Wise Lawyer

when you go to him with an important case, doesn't merely give you a bit of stock advice, collect his fee and send you on your way.

He investigates the entire matter thoroughly. He gathers every particle of data that has a bearing on your case. He investigates the other side to find out what you must combat.

And he doesn't tell you to proceed unless he finds the chance is good for a decision in your favor.

The Chicago Tribune's Merchandising Service Department, in its work with advertisers, follows the same policy.

It finds out first, before it lets you spend your money, just what conditions are. It investigates every angle of your market, every phase of your selling problem, before advising you to go ahead.

It has advised many a prospective advertiser to *refrain from advertising*.

And it has piloted many to unusual success.

The Chicago Tribune

The World's Greatest Newspaper

(Trade-mark Registered)

Circulation over $\left\{ \begin{array}{l} 600,000 \\ 500,000 \text{ Sunday} \\ 350,000 \\ 500,000 \text{ Daily} \end{array} \right.$

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco